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Park industry begins trek to Orlando for IAAPA Expo

STORY: Pam Sherborne
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ORLANDO, Fla. – Once again, all eyes are on Orlando, Fla., as International Association of Amusement Parks and Attractions members begin their trek to Orange County Convention Center to take part in the IAAPA Attractions Expo 2013, set for Nov. 18 – 22.

The association boasts that the annual expo is the largest conference and trade show in the world for the attractions industry. With its 2013 theme “Imagine the Possibilities,” planners are anticipating to draw 26,000 attendees made up of industry professionals from 100 countries.

Expectations are also for there to be more than 1,000 exhibiting companies and

100 product categories on more than 494,000 square-feet of exhibit space. The tradeshow floor will be open Tuesday, Nov. 19 through Friday, Nov. 22.

There will be a full week of business opportunities and networking events. IAAPA has put together more than 80 expert-led educational seminars, luncheons, roundtable discussions, behind-the-scenes tours, daylong institutes, and half-day symposiums designed to give directors, managers, senior executives, and CEOs the knowledge they need to keep up in the rapidly changing global attractions industry.

“If you’re a professional looking to advance your business and your career, IAAPA Attractions Expo 2013 has an education session for you to



attend,” said IAAPA president and CEO Paul Noland. “Companies that use the resources the IAAPA education program provides come away with best practices and strategies that can create immediate and long-term benefit to their businesses.”

This will be Noland’s first convention as the IAAPA president and CEO. He took over after Chip Cleary retired from that post at the first of 2013. Cleary

and Noland spent time walking the tradeshow floor together last year.

IAAPA’s official kick-off event will jumpstart Expo week with industry-related news, performances, and a look at some of the new rides and attractions that debuted in 2013. Also during this event, the 2013 IAAPA Hall of Fame honorees will be recognized and Mario Mamon, chairman and CEO of Enchanted Kingdom in the Philippines, will be welcomed as 2014 IAAPA chairman of the board.

This event will take place at 8:15 a.m., Tuesday, Nov. 19 in the convention center, after which attendees will have their first chance to view the products on the tradeshow floor.

At 4:30 p.m., this same day, IAAPA will announce

the Brass Ring Awards during a ceremony to be held on the tradeshow floor. Top honors for excellence in live entertainment, marketing, retail, human resources, family entertainment centers, new products, trade show displays, and food and beverage excellence.

Educational sessions at IAAPA Attractions Expo 2013 will cover a range of the industry’s most in-demand topics, including communications and public relations, entertainment, facility operations and emergency preparedness, finance and information technology, food and beverage, games, human resources, marketing, retail merchandising, safety, and more.

Some new sessions this year include: “Restore the
► See EXPO, page 4

IAAPA chairmen share thoughts on industry

OUTGOING: Will Morey

Morey pleased with IAAPA’s progress, feels much knowledge gained through park visits

ORLANDO, Fla. — Will Morey, Morey’s Pier, Wildwood, N.J., will give up his post as IAAPA chairman during the upcoming IAAPA Expo in Orlando, set for Nov. 18-22. He has been very pleased with IAAPA’s progress on the Strategic Plan over the past year. He also feels the knowledge he gained from the 100 member visits over the past year has given him a level of insight he has never had.

Here, Morey, spends some time with AT.

Last year as incoming chairman, you had said one of your focuses for the coming year would be to make sure that IAAPA’s Strategic Plan’s execution occurs in a timely fashion, particularly those items pertaining to safety and the world branding of IAAPA. After a year, are you satisfied with the way that has gone?

Yes, very much so. The 2013 – 2015 Strategic Plan has been a guiding force in our decisions, work product and global focus. Consistent with the Strategic Plan, the board approved the Governance Task Force recommendations for

► See MOREY, page 6



Will Morey

INCOMING: Mario O. Mamon

Mamon wants to gain friendships, to address Strategic Plan for his upcoming chairman-year

ORLANDO, Fla. — **Mario Mamon, Enchanted Kingdom, Makati City, Philippines,** will take over as the IAAPA chair during the annual 2013 IAAPA Expo.

Here he spends time with AT talking about the coming year.

What will be your focus in the coming year as the IAAPA chair?

As IAAPA’s Chairman in 2014, I would like to follow through on the continued implementation and fine-tuning of the association’s 2013 – 2015 Strategic Plan and the implementation of the recommendations of the Governance Task Force that were approved by the IAAPA Board.

Together, these initiatives will focus on safety and standards harmonization, membership generation among the different geographical regions and across constituencies, and membership retention through improved services and benefits such as educational and certification programs, safety institutes, etc.



Mario O. Mamon

► See MAMON, page 8



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PRINT SUBSCRIBER NOTICE

Amusement Today would like to remind subscribers that as in the past, AT will publish two issues for the upcoming IAAPA Attractions Expo, set for Nov. 18-22, 2013 in Orlando, Florida.

November I (Pre-IAAPA) issue contains interviews and other useful information about the upcoming IAAPA event as well as a listing of registered exhibitors. It mails at its usual time, near the end of October.

November II (IAAPA convention issue) is AT's normal November issue and is our largest of the year, packed with useful news, in-depth exclusive interviews and late-breaking news and features for your reading pleasure. This issue mails Nov. 11.

Both issues will be distributed at the IAAPA Attractions Expo trade show floor from AT's booth #4217 and from IAAPA publication bin distribution area located near the center of the Orange County Convention Center.

As in the past, AT will again deliver both issues poly-bagged together to the Peabody Hotel (IAAPA headquarter hotel) for door-to-door delivery on Tuesday morning, Nov. 19.

AT reminds attendees to support the following partners by visiting these booths:

- **AMUSEMENT TODAY...4217**

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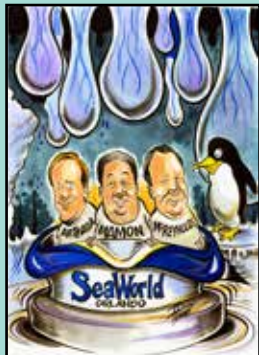
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- National Roller Coaster Museum & Archives...4655

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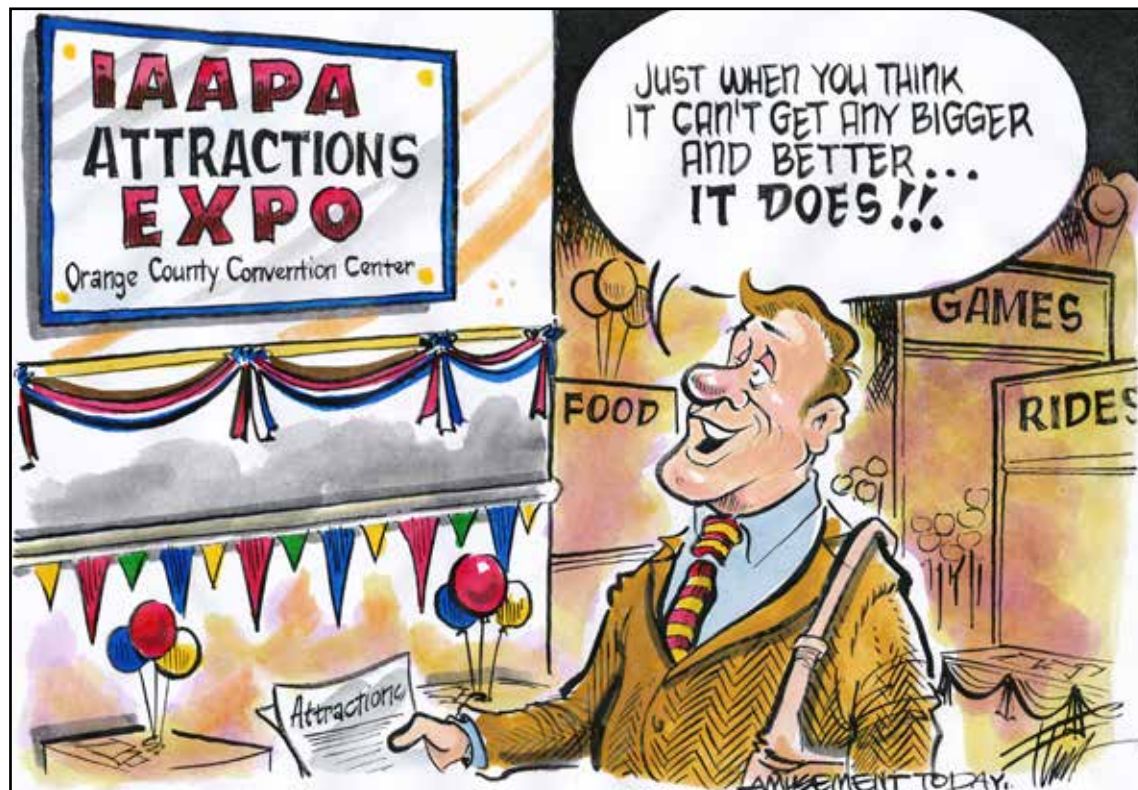
On the cover



As an annual tradition, *Amusement Today* once again highlights our Pre-Convention issue cover, the chairman of IAAPA and the vice-chairmen that will follow in the coming years. Due to a change in the IAAPA recently completed governance review that was adopted by the board this fall, IAAPA no longer appoints a fourth vice chairman. Featured on the cover are incoming chairman, Mario Mamon (2014); first vice chairman,

Gerardo Arteaga (2015) and second vice chairman, John McReynolds (2016). The cartoon was drawn by AT's long-time cartoonist Bubba Flint, whose work can also be seen in the *Dallas Morning News*, *Dallas Business Journal* and the *Dallas Cowboys Star*.

CARTOON: Bubba Flint



EDITORIAL: Scott Rutherford, srutherford@amusementtoday.com

Perseverance pays off at Knoebels



Rutherford

Perseverance. The Merriam-Webster Dictionary defines this powerful word thusly: the quality that allows someone to continue trying to do something even though it is difficult.

The good folks at M-W would be wise to place alongside that rather apt definition a photo of Dick Knoebel standing before the recently-opened Flying Turns. It, and he, absolutely deserve that kind of recognition.

It's a safe bet to say that when the Knoebel clan and its dedicated staff took on the task of building a true Flying Turns wooden bobsled ride, none of them had any idea of the difficulties that would arise or that it would take seven years to complete. How our predecessors in the 1920s-30s got their Flying Turns/Bobsleds to function for decades remains a mystery. From what I've been told, those old rides were wild and untamed and lacked all but the most basic safety features required today. Or perhaps those rides were built in a

time so far removed from our litigious society that such requirements were unthinkable.

Whatever the case, the Flying Turns that took flight this October in the picturesque mountains of central Pennsylvania is a ride that must be experienced to be appreciated (watch for my full report next issue). The quality and complexity of the woodwork involved is dazzling as are the low-slung, aviation-themed ride vehicles. The minute attention to detail is wondrous. It was not built to be the biggest or fastest. It is instead a ride that guests can board and know they're going to have a good time. Instead of screams of terror, the Flying Turns elicits laughter and bouts of unexpected giggles as the near-silent trains climb and swoop through the convoluted wooden course.

Congratulations to the Knoebel family and their talented band of artisans who came together to create a true monument to amusement industry history. I feel honored to have been aboard the inaugural flights of the Knoebels Flying Turns. Long may it soar!

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2 MINUTE DRILL



STORY: Janice Witherow

Mario O. Mamon, Enchanted Kingdom

Mario O. Mamon came onto the amusement and attractions scene in 1992 when he organized, conceptualized and managed the construction of the Enchanted Kingdom theme park in the Philippines of which he is chairman of the board and president. His next role will be that of chairman of the board of IAAPA for 2014. Mamon will be the first industry executive from Asia to lead IAAPA and will play a key role in moving the Association forward. He has been highly involved with IAAPA for many years, serves on numerous boards and committees in the Philippines and has been awarded several prestigious honors for his entrepreneurship and business savvy. Mario's calming presence, foresight and good nature contribute to his success.



Mario O. Mamon poses for the camera with the Enchanted Kingdom mascot. Mamon is the first industry executive from Asia to lead IAAPA. COURTESY IAAPA

Title

Chairman of the Board and President, Enchanted Kingdom.

Number of years with Enchanted Kingdom

20 years and counting!

Best thing about the industry

Seeing the satisfied smiles of children and families enjoying one another.

Favorite amusement ride

Soarin' Over California at Disney's California Adventure Park.

If I weren't working in the amusement industry, I would be ...

In real estate development.

Biggest challenge facing our industry

Harmonizing safety standards around the world and keeping up with all the safety and security innovations in our facilities.

The thing I like most about amusement/water park season is ...

There are two things I like: 1) introducing a new ride or attraction and 2) doing better in terms of revenues and attendance compared to the year just past.

Three things I am really looking forward to at the IAAPA Expo are ...

(1) new products and services (2) networking (3) educational seminars and keynotes.

Favorite author ...

Tom Clancy/Frederick Forsyth.

Most people think I am ...

A quiet person and an introvert.

The sport I really stink at is ...

Track and field.

What's your typical breakfast?

Eggs, meat, rice or bread and fruit



Mamon

The last movie I saw on an aircraft or in a theatre was ...

The Internship and Fast & Furious 6.

In one word, I would describe my house as ...

My "dream home."

The busiest day of the week for me always seems to be ...

Saturday and Sunday or every day the park is open.

I wish I had invented ...

A magic wand to spread pixie dust and create peace and understanding all over the world.

The one place I would rather be more than anywhere is ...

Behind the wheel of a car out on the open road, or better yet, on the racetrack or trail.

What's really worth waking up for?

Thanking God for giving me another day to serve Him and "entertain" others.

In 20 years, I hope to be ...

Alive and still active in the amusement and attractions industry.

My favorite place to do business is ...

At the dining table.

The last time I rode a bike was ...

During my annual medical check-up (it was a stationary bike!).

For fun, I enjoy doing this ...

Driving go-karts, rally cars and touring cars.

My favorite snack is ...

Potato chips.

When on an airplane, I like to ...

Examine the aircraft features, eat, sleep, and follow and observe the progress of the flight.

I wish I had more time to ...

Make up for lost time and opportunities in the past.

THIS MONTH IN HISTORY

History of the Roller Coaster exhibit on display during 2013 IAAPA Attractions Expo

Presented by



www.RollerCoasterMuseum.org

ORLANDO, Fla. — The original Roller Coaster Timeline designed for the **Dollywood Exhibit** in 2012, contained nearly 34 linear feet of graphics, designed to fit within the main entrance lobby of the exhibition. Initially nearly 320 highlights were chosen to be included in the timeline, and was eventually trimmed down to about 200 entries.

The work of gathering the specific images and information was completed by **Richard Munch**, the historian for the **National Roller Coaster Museum and Archives**. The initial design contained a well organized but brief look at the origins of the roller coaster starting from the beginning (the 1500s), with photographs, diagrams and maps filling the extensive panels system. Munch was successively able to work with America's top collectors and historians, including **Jim Abbate, Michael Chew, B. Derek Shaw, Frank Czuri, Joel Styer** and **Scott Rutherford**, painstakingly assembling a carefully crafted set of panels designed to run in chronological order. With a fast approaching deadline, it was the most difficult and complex set of panels to organize in the exhibit and for that reason, it was left out of the 2012 exhibit.

For 2013, the timeline exhibit would eventually be reduced in both size and content by **Gary Slade**, chairman of the NRCMA, and **Terry Lind, Jeffrey Seifert** with proofreading by **Tim Baldwin** and **Jan Rush**. The scaled down version was ultimately added to the Dollywood exhibit during its 2013 run where the exhibit had nearly 50,000 visitors during the summer.

The exhibit displayed for IAAPA will contain many of the highlights from that exhibit. Munch commented on the new panels: "If it wasn't for some Russian royalty, we probably wouldn't be preparing any kind of timeline on this ride, as the ride may have never been invented or developed as we have witnessed over the last few centuries. Until an actual museum is built, I think this exhibit is the largest timeline display ever constructed to highlight the history of parks and roller coasters."

The timeline "**History of the Roller Coaster**" is on display during the 2013 IAAPA Attractions Expo at the Orange County Convention Center in Orlando. It can be found outside the main exhibit hall, in the main hallway.

The NRCMA would like to thank IAAPA's **David Mandt** and IAAPA HOF committee chairman **Ron Gustafson** for their assistance in getting the exhibit approvals.

For more information on the National Roller Coaster Museum visit their booth at IAAPA (#4655) or visit: www.RollerCoasterMuseum.org.

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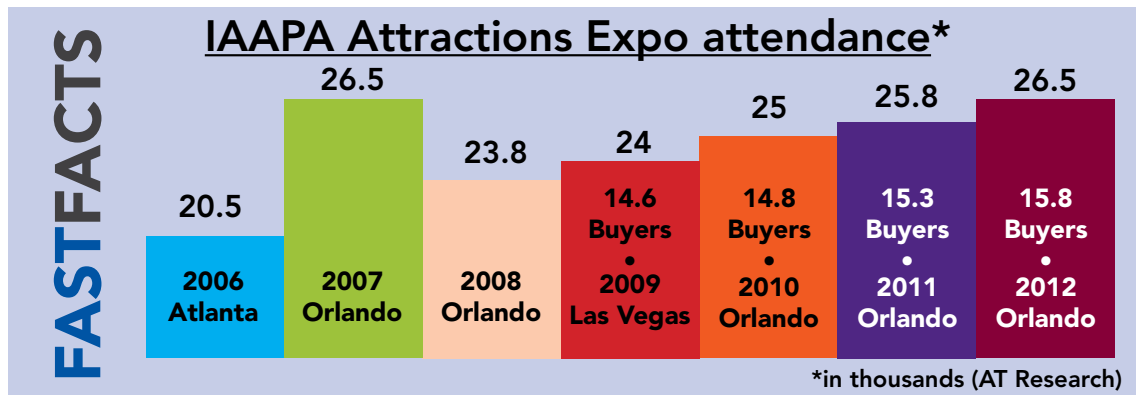
► EXPO

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Shore," a session explaining how attractions in the northeast United States are recovering from the effects of Hurricane Sandy; "Shopped," a hands-on session on merchandise display strategies and best practices; "Connecting the Dots of Employee Motivation: Yes, it WILL Work for You!" a session explaining employee incentive; "Connecting with Mobile Marketing and Apps," a session on reaching target demographics through mobile technology; and "Legends and Their Legacies: The Authors Speak Out," a session featuring Disney Legends Marty Sklar and Jack Lindquist, as well as Tim O'Brien, VP of Communications at Ripley Entertainment, as they explore the wisdom and methods of some of the industry's great achievers.

Expo attendees may choose to attend a constituency-specific track of education sessions, designed to direct them to sessions most relevant to their interests. Tracks of sessions with content tailored to zoo and aquarium professionals, waterpark professionals, family entertainment center (FEC) professionals, as well as museums and science centers professionals are available.

IAAPA will offer four comprehensive institutes during IAAPA Attractions Expo 2013 catering to specific interests in the attractions industry. Institutes include the IAAPA Institute for Attractions Managers, a management development program for up-and-coming industry professionals; the Institute for FEC Rookies and Newcomers, a program



See IAAPA Exhibitor Listing Pages 9-13



The 2013 IAAPA Attractions Expo returns to Orlando, Fla. and the Orange County Convention Center, Nov. 18-22. Last year's event drew 26,500 attendees of which 15,800 were classified as buyers. More than 1,000 exhibiting companies are expected to exhibit their products and services over the four-day trade show. AT FILE

plore key elements of various crisis scenarios.

The Inflatables Symposium is designed to share best practices in risk management, indoor operations, and more.

And, IAAPA Attractions Expo 2013 educational opportunities aren't limited to the confines of the Orange County Convention Center. As always, IAAPA will offer guided, behind-the-scenes tours of six premier Orlando-area attractions throughout the week.

Guided behind-the-scenes tours offered at IAAPA Attractions Expo 2013 are specifically designed to allow registrants to experience area attractions as few others can.

This year, the tours include:

- "Disney at Dawn" at

Epcot, featuring a pre-opening facility tour and remarks from Epcot's Vice President, Erin Youngs.

- Fun Spot America, granting attendees a look at the recently rebranded FEC in the middle of a two-part, \$20 million expansion.

- Legoland Florida, exploring the new "World of Chima" and portions of the park's 11 themed areas.

- Disney's Blizzard Beach, developed to give water park operators insights into the operations and design of the park.

- Disney's Hollywood Studios, including an exclusive back-of-house experience of "The Osborne Family Spectacle of Dancing Lights," hosted by members of the creative and production staff.

- Kennedy Space Cen-

ter Visitor Complex, with a special visit to the new \$100 million Space Shuttle Atlantis facility and shuttle launch experience.

There are abundant networking events scheduled that will give attractions industry professionals an opportunity to hear fresh perspectives, absorb new ideas, and build their professional networks at breakfasts, lunches and receptions held throughout the week. Some events are designed for participants from a specific region of the world, such as the Canadian and Asia-Pacific breakfasts, the Latin American Conference and Lunch, and the European Reception.

Other events are specific to constituencies, including FECs, parks and attractions, waterparks, carnivals and showmen, museums and science centers, young professionals, and more.

In addition, there are several opportunities to network with a broad-range of attractions industry professionals, such as IAAPA's Lunch and Learn featuring George Kalogridis, president of Walt Disney World; the Opening Reception; the GM and Owners' Breakfast featuring Matt Ouimet, president and CEO of Cedar Fair Entertainment; and IAAPA Celebrates at SeaWorld Orlando, which will feature SeaWorld Orlando's newest attraction, "Antarctica: Empire of the Penguin."

And even though Expo 2013 officially begins Monday, Nov. 18, there are events set for Sunday, Nov. 17, such as the 11th annual Charity Golf Tournament; the 4th annual motorcycle ride; the Rookies and Newcomers Institute; the Attractions Managers Institute; and the facility tour to Fun Spot USA.

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IAAPA 2013 - ORLANDO

► **MOREY**

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the evolution of IAAPA's governance structure to accommodate the needs of a truly global IAAPA. This was an imperative and key initiative for the board in 2013. One World, One IAAPA is the charge.

The new governance structure and its revised strategic planning and business planning cycles will, by design, instigate and accommodate significant input from each region, which includes Europe, Asia-Pacific, Latin America, and newly created North America. We have also worked on communicating that IAAPA is much more than Expos through our regional delivery strategy for the association's products and services.

Also, consistent with the Strategic Plan, we dove deep into the exploration of new opportunities for safety-related education, training, and information exchange around the globe and will be continuing this work into 2014. This work is at the heart of IAAPA's number-one industry focus, safety.

You also wanted to focus

attention on serving the U.S. market and increasing visitation? Again, how has that gone?

Extremely well. I visited a significant number of facilities and members in North America that included large corporate groups, manufacturers and suppliers, and smaller single facility, family owned and operated businesses. Paul Noland, Susan Mosedale, and Stephanie Robert joined me on certain of the trips as well. This was a great learning experience and I believe a clear indication of IAAPA's commitment to focus member service and development in North America. As referenced above, having now added North America as a region to the existing line-up of Europe, Asia-Pacific and Latin America will only enhance member services.

What have been some of the highlights for IAAPA over the last year?

Completing the work on the global governance structure has been a highlight. A gigantic number of hours were dedicated to this initiative by the Governance Task Force who was recognized by the board for doing an amazingly comprehensive and thoughtful job with

their assignment. I'm excited and confident that this new structure will be more efficient, productive, and allow IAAPA to better serve and represent its members definitely promotes our "One World, One IAAPA" mantra.

Working with our new IAAPA President and CEO, Paul Noland, has been a highlight this past year. Paul brings a unique combination of industry knowledge and sound business principles to our association. He is doing a great job and making a difference already to IAAPA's business and service acumen.

Clearly, I would add as a highlight, the member visits that I made and now total approximately 100. Getting deep into "the field" has been important on a number of levels. It also gives IAAPA an even better understanding to pursue expanded safety initiatives to better serve members.

Finally, I'm very pleased with the engagement of IAAPA's board and their commitment to a new two-day board-meeting schedule twice a year and how that will enable deeper focus and greater collaboration around the issues and opportunities facing IAAPA.

What have been some of the challenges?

For sure, completing the work above presented many challenges to be overcome. The global governance issue itself was intense and, plainly stated, a huge undertaking for the Task Force and board.

As an association, working to assist New Jersey members as a result of the destruction they faced as a result of Superstorm Sandy was certainly challenging. Trying to determine their needs and how to assist them with appropriate resources and Federal support certainly posed challenges. I think IAAPA's government advocacy effort was helpful. However, IAAPA membership provides for an environment of strong camaraderie and information sharing. The N.J. parks were to a degree able to tap into the collective knowledge of the Florida and other parks in dealing with natural disasters.

Personally, what do you think you have gained as IAAPA chairman?

It's been an unbelievable education gained from an opportunity to see and interact firsthand with an international community of members. From

the fantastic scale and innovation of our largest park members to Puy Du Fou's amazingly creative and unique theatrical shows to DelGrosso's delicious potato salad and story of family tradition — the heart, passion, and uniqueness within our industry is inspiring.

Interestingly, it all starts accruing with volunteering for committee work. My involvement as a volunteer with IAAPA has been a tremendous, life-enriching journey that included meeting truly amazing people from all around the globe. The relationships I have developed will carry forward far into the future, well beyond my year as chairman. I've concluded from these years of experiences that try as I do to "give back," IAAPA keeps returning more.

What do you think you have left as chairman?

Well, for the most part, I think I've outlined much of what I hope our active members and committee members will see as positive contribution to the association during 2013. So, I'll leave that and further assessment for others to determine.

—Pam Sherborne



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IAAPA 2013 - ORLANDO

►MAMON

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In your opinion, what have been some of the highlights and challenges for IAAPA as well as the park industry over the last year?

Some of the highlights include:

- The continued growth of the trade shows in Asia and Europe, as well as the global Expo in Orlando.

- Overall resurgence and positive growth of the amusement park and attractions industry worldwide with some geographical regions (Asia-Pacific, for example) leading the way.

- The effective implementation of the IAAPA 2013-15 Strategic Plan that is focused on:

- I.) Safety, security, standards harmonization,

- II.) Global membership representation and generation, and

- III.) Global enhancement of membership services and benefits.

- The IAAPA Board of Di-

rectors' approval of the IAAPA Governance Task Force recommendations on the association's organizational development to address its continued globalization under the mantra, "One World, One IAAPA."

Some of the challenges:

- Addressing safety and security concerns in the light of incidents that happened throughout the world that have resulted in increased conversation concerning government intervention, incident investigations, and oversight.

- For the park industry, mixed business results because of abnormal weather conditions brought about by in part by climate change (i.e. lower than normal temperatures and longer than normal wet seasons).

- Some of the global regions are still working to recover from the effects of the last global financial crisis.

- Matching the rate of growth of all trade shows with a comparable growth in IAAPA membership and buyer attendance.

Is there a segment of the industry that you think needs more attention right now?

Is there a segment you feel IAAPA could bring into the association that it hasn't as yet?

At this moment, I think the association is able to address the needs of all segments of the industry fairly well. A renewed focus on the amusement parks sector would be welcome because there are still a lot of facilities (not only around the world but also even in the United States), that have yet to become members of IAAPA. There is also that growing clamor to determine how to make IAAPA more and more relevant to the other sectors of the industry beyond amusement parks like museums and aquariums, etc.

One segment that keeps on cropping up in our discussions is that of stand-alone, single attraction facilities, or those that do not fit in any of the existing constituencies of the association. Once a critical mass can be determined, it may be worthwhile to look into this segment in the future.

What do you think are your strengths as chairman?

I would like to believe that my overall roundedness (not

only physically, I hope) and calm demeanor should serve me well as chairman. I listen very carefully and am easy to talk to and deal with. I am very consultative when making decisions and I usually ask for the opinions and comments of others. Most of all, I have been a very active member of the association throughout my entire involvement with the industry and I have kept pace with the evolution and developments in its governance since I first became a member of the board in 1999.

What would you like to gain as chairman over the coming year?

By being chairman this coming year, I would like to gain more friends and colleagues in the industry, gather additional knowledge on best practices around the world, share my experiences with others, and to learn more about how IAAPA can help our members around the globe. I also look forward to telling others about IAAPA and the benefits of being a part of the organization.

—Pam Sherborne

About IAAPA

The International Association of Amusement Parks and Attractions (IAAPA) is the premier trade association for the attractions industry worldwide.

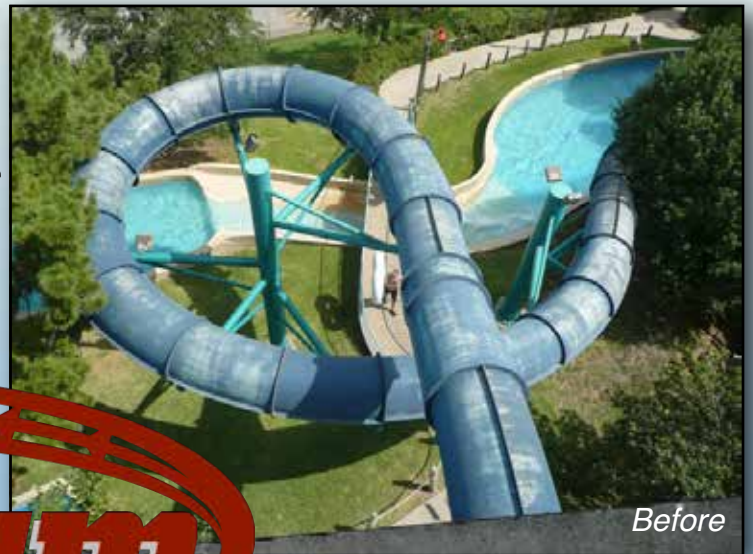
Founded in 1918, IAAPA is the largest international trade association for permanently situated amusement facilities and attractions and is dedicated to the preservation and prosperity of the amusement industry.

IAAPA represents more than 4,000 facility, supplier, and individual members from more than 90 countries. Member facilities include amusement/theme parks, waterparks, attractions, family entertainment centers, arcades, zoos, aquariums, museums, science centers, resorts and casinos.

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SUPPLIERS

European parks add variety of Zamperla attractions



STORY: Andrew Mellor
amellor@amusementtoday.com

EUROPE — Among the many new ride installations this year to be completed by Italian manufacturer Zamperla are several around Europe

and Scandinavia.

In France, where the company has enjoyed much success in recent years, Parc Ange Michel has installed a Twister Coaster featuring a track length of 420 meters (1,378 feet) and six, four-seater,

spinning vehicles, while Parc du Bocasse has added four Zamperla attractions this year. These include a Mini Tea Cup, a Barnyard, a Midi Family Swinger and a Flash Tower.

At Didiland the owners have purchased a Mega Disk'O 24, while at Fraisperuis a Crazy Bus Chuck Wagon and a Mexican themed Jump Around have been added to the park's Western themed area. Finally, for now, La Pal has this year added a Jump Around Frog with a special, custom color scheme.

At Plopsaland De Panne in Belgium, the park invested €5.5 million (U.S. \$7.4 million) in building a new themed area based on the popular Vicky the Viking intellectual property which also features a highly themed Disk'O Coaster from Zamperla, while in Denmark Tivoli Copenhagen opened a new Tyco Brahe themed area

▶ See ZAMPERLA, page 17



Among three new attractions for 2013 from Zamperla at the U.K.'s Flamingoland is this Volare coaster, (left) called Hero at the park. Above, Didiland in France purchased a Zamperla Mega Disk'O 24 for the 2013 season.

COURTESY ZAMPERLA

Sea Life London Aquarium adds Magic Memories

STAFFORDSHIRE, U.K. — Tourism photography experience company Magic Memories has announced a new partnership with the Sea Life London Aquarium in the U.K., operated by Merlin Entertainments, which in addition to improving the guest experience has provided the venue with an increase in spending.

Magic Memories specializes in being a fully outsourced operating partner, designing and delivering the perfect mix of image-based, on-site and online personalized products that can be accessed and shared digitally. The company's partnership with Sea Life London Aquarium is one of several with Merlin-operated sites globally and one of 12 venues now up and running in the U.K.

The Magic Memories solution provides Sea Life guests with photographic based memories of their visit in the form of an interactive photo

book, a 'coffee table' story album or images that can be easily accessed and shared with friends and family via social media channels such as Facebook and Twitter. Magic Memories worked with the Sea Life team to design the solution into the visitor flow, thus minimizing queuing time both at the time of photo capture and at the sales area, while also creating immersive environments in which to engage the guest as much as possible.

Toby Forer, the general manager of Sea Life London Aquarium, comments after only the first month of operations: "We have enjoyed working with Magic Memories. They have provided a seamless and professional integration into our venue with staff and systems that add much to the guest experience. They understand how we work and our brand values and have

▶ See SEA LIFE, page 17



Magic Memories has partnered with the Sea Life London Aquarium in the U.K. COURTESY MAGIC MEMORIES



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Gateway Ticketing Systems installs ticket system for Sundown Adventureland

Admission control and ticketing software supplier Gateway Ticketing Systems provided a new ticketing system at Sundown Adventureland in Nottinghamshire, U.K. Sundown is a theme park specifically designed for families with children under 10. COURTESY GATEWAY

LONDON, U.K. — Admission control and ticketing software supplier Gateway Ticketing Systems has announced the installation of a new ticketing system at Sundown Adventureland in Nottinghamshire, U.K.

Sundown is a theme park specifically designed for families with children under 10 and

offers a wide range of rides and attractions suitable for its target group. Additionally, over the Christmas period, the park is transformed into a winter wonderland for its Christmas Spectacular, a huge event for the venue which continues to grow every year and is a major draw for visitors.

The Christmas event was the catalyst for the new ticketing system from Gateway, with bookings for this, including the park's unique Night Before Christmas ride, all being carried out online. And in addition to vastly improving this process, the new installation has also improved throughput times at the entrance gate and online Web sales.

The new system was installed by Gateway in just six weeks from contract signing to going live and very quickly the park noted a significant increase in online bookings. Transactions are fast and simple to complete and online sales are live into the on-site database with print at home tickets and no possibility of double bookings, which had occurred with the previous system.

Commenting on the installation, Paul Tomlinson, park manager at Sundown Adventureland, said: "Primarily we were looking for a proven ticketing system that could manage our online web bookings for the Christmas Spectacular here at Sundown Adventureland. This is a massive event for us and it is totally controlled by the booking system. I knew Gateway's Galaxy system was used worldwide in a lot of big theme parks so I felt sure it could help us too."

"When the system was demonstrated to us, I instantly liked the POS terminals' ease of use and the flexibility of the system in regards to tailoring it to our individual needs. I think the pedigree of the Gateway system outshone a lot of its competitors and this is why we chose this booking system. The support, training and back-up seemed very good and has proven to be exceptional further down the line."

On behalf of Gateway, U.K. Operations Director Andy Povey added: "We are very happy with the installation. See GATEWAY, page 17

FUN Coasters



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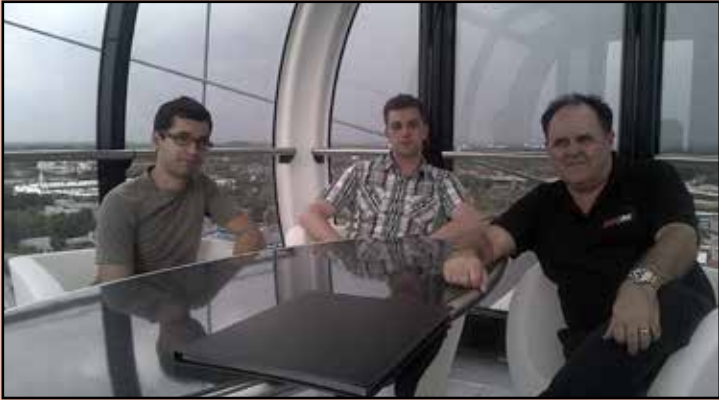
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Bussink unveils new Zeppelin gondola



Bussink Design GmbH, Dusseldorf, Germany, recently completed its new 16 passenger Zeppelin gondola at the Maurer German Wheels factory in Munich. Shown here taking a spin in the new gondola are left to right, Marcel Moesler, quality control at Team R80XL, Mirsad Alija, CTO at Team R80XL and Ronald Bussink, designer and owner Bussink Design GmbH. COURTESY BUSSINK DESIGN

►ZAMPERLA

Continued from page 15

in 2013, based on the Danish nobleman known for his astronomical and planetary observations. The new section of the park includes two rides from Zamperla, an Air Race 6.4 and a Rotating Jumping Tower.

Over in Sweden, Zamperla has continued to enjoy further installations at Liseberg, which marked its 90th anniversary this year. To help celebrate this milestone in the park's history, it renovated and extended its children's area and chose three Zamperla rides to add to this sec-

tion of the park in the shape of a Jump Around, Magic Bikes and Flying Tigers.

The Italian company has also continued its excellent relationship with Flamingoland in the U.K. with the installation of three more rides in 2013. These are a Volare coaster, a Junior Twister Coaster and a Magic Bikes, which join many other Zamperla rides already operational at the park. The largest of the new rides, the Volare, called Hero at the park, also features a significant update, with this installation incorporating magnetic brakes in the final braking zone of the ride.

►SEA LIFE

Continued from page 15

enabled us to offer guests a quality end product that will keep the memory of their visit alive long into the future. It's a great partnership and we look forward to more new innovations from the Magic Memories team as we continue to develop the offering."

"We are delighted with this new, world class attraction partnership. Along with

the Merlin team we walked the attraction from a guest perspective to ensure we understood the brand proposition and everything we have designed, and will continue to design, has come from this," said Magic Memories' London Operations Manager Tom Shoosmith. "This laser-like focus MM has on guest led creativity ensures an efficient process that makes everything positive for the guest.

►GATEWAY

Continued from page 16

lation at Sundown Adventureland and the fact that it is achieving exactly what the park required. The previous system that was in place suffered from very slow transaction times, a complicated on-line booking process and was incapable of handling timed bookings for the park's Christmas ride, among other things, so we have been able to over-

come all these issues with our system.

"All transactions are now quick and simple to complete while we also trained all cashiers on the day of opening, including one of 83 years old, which gives an indication of how user friendly it is. The many benefits of the system will certainly make life a lot easier and more efficient for both the park and its visitors."

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SUPPLIERS

Soaring Eagle Zipline provides new thrills for Kemah Boardwalk

KEMAH, Texas — Kemah Boardwalk is a haven for thrilling rides, and this fall the park added yet another to its growing arsenal. Supplied by Stan Checketts and his company Soaring Eagle Zipline, the Iron Eagle is a new zipline attraction.

Sharing the title of the second tallest ride on the Boardwalk with Aviator, Iron Eagle offers a unique experience unlike any other at the Boardwalk including views of the Galveston Bay and entertainment complex.

The attraction includes one zipline totaling over 400 feet in length each way, and reaching heights of 100 feet. One or two thrill seekers in a comfortable side-by-side two-seat chair are pulled swiftly backward as they prepare to fly over the Kemah Boardwalk. Once the ride

reaches the top, the Iron Eagle changes directions and zoom forward at 30 mph returning back to the ground to complete the flight. Iron Eagle riders will experience the sensation of flying, while accelerating down a suspended cable. The new ride is located in front of Lighthouse Buffet and Landry's Restaurant, extending across the property to the top of the Boardwalk Inn.

This zipline is unique in that it is not a hanging harness system allowing riders of all ages to share in the excitement.

"The Iron Eagle is a perfect fit with the existing ride mix that has established the Kemah Boardwalk as a popular family destination," said Mark Kane, regional director of Landry's Theme Park Division. "This zipline model addresses a family appeal fit-



Kemah Boardwalk recently added a new thrilling ride to the park's line-up in the form of the Iron Eagle zipline attraction. Supplied by Stan Checketts and his company Soaring Eagle Zipline, the Iron Eagle utilizes a comfortable side-by-side two-seat chair ride vehicle, which soars to a height of 100 feet and stretches over 400 feet across Kemah Boardwalk.

COURTESY KEMAH BOARDWALK

ting well with our property dynamics and overall theme that we offer something for

everyone."

Riders must be 42-inches tall to ride. Zipline rides take

place seven days a week, weather permitting.



Valleyfair's new-for-2014 area to be called Route 76

SHAKOPEE, Minn. — Valleyfair recently announced the addition of a new major ride, Northern Lights, and the development of Route 76, an all-new area geared towards families. All are slated to open next spring.

A Zamperla Disk'O Coaster, Northern Lights will feature a 36-seat ride vehicle that revolves as it travels along 300 feet of track at speeds of up to 43 mph. At night, Northern Lights' dancing lights of blues, greens and purples will match the same colorful display of light that illuminate the horizon during this natural phenomenon.

The new Route 76 area will take guests back into amusement park Americana with the return of three Valleyfair classic rides that made their debut in 1976 when the park opened. Antique Autos, a treasured favorite, returns with a new roadway in Route 76 featuring brand new Cadillac-styled cars. Tilt-a-Whirl and Scrambler will also be relocated to the new area and will receive new theming and LED light packages, bringing guests a perfect mix of classic and new to ensure they get their kicks on Route 76.

"Route 76 is an exciting
▶ See ROUTE 76, page 20

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For the 2014 season, Valleyfair will introduce Route 76, an all-new area geared towards families. Highlights of the area will include Northern Lights (Zamperla Disk'O Coaster) as well as three relocated/refurbished original park attractions. Antique Autos returns with a new roadway in Route 76 featuring brand new Cadillac-styled cars while Tilt-a-Whirl and Scrambler will be relocated to the new area and will receive new theming and LED light packages.
 COURTESY VALLEYFAIR

►ROUTE 76 Continued from page 19

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new area for Valleyfair," said Dave Frazier, Valleyfair's vice president and general manager. "Visiting our park is about creating lasting memories with your friends and families. Bringing back classic rides from the past will allow our guests to share their childhood memories with a new generation, while also creating new memories on Northern Lights, our new family coaster. These unique experiences everyone can enjoy together reinforce Valleyfair as the top destination for families."

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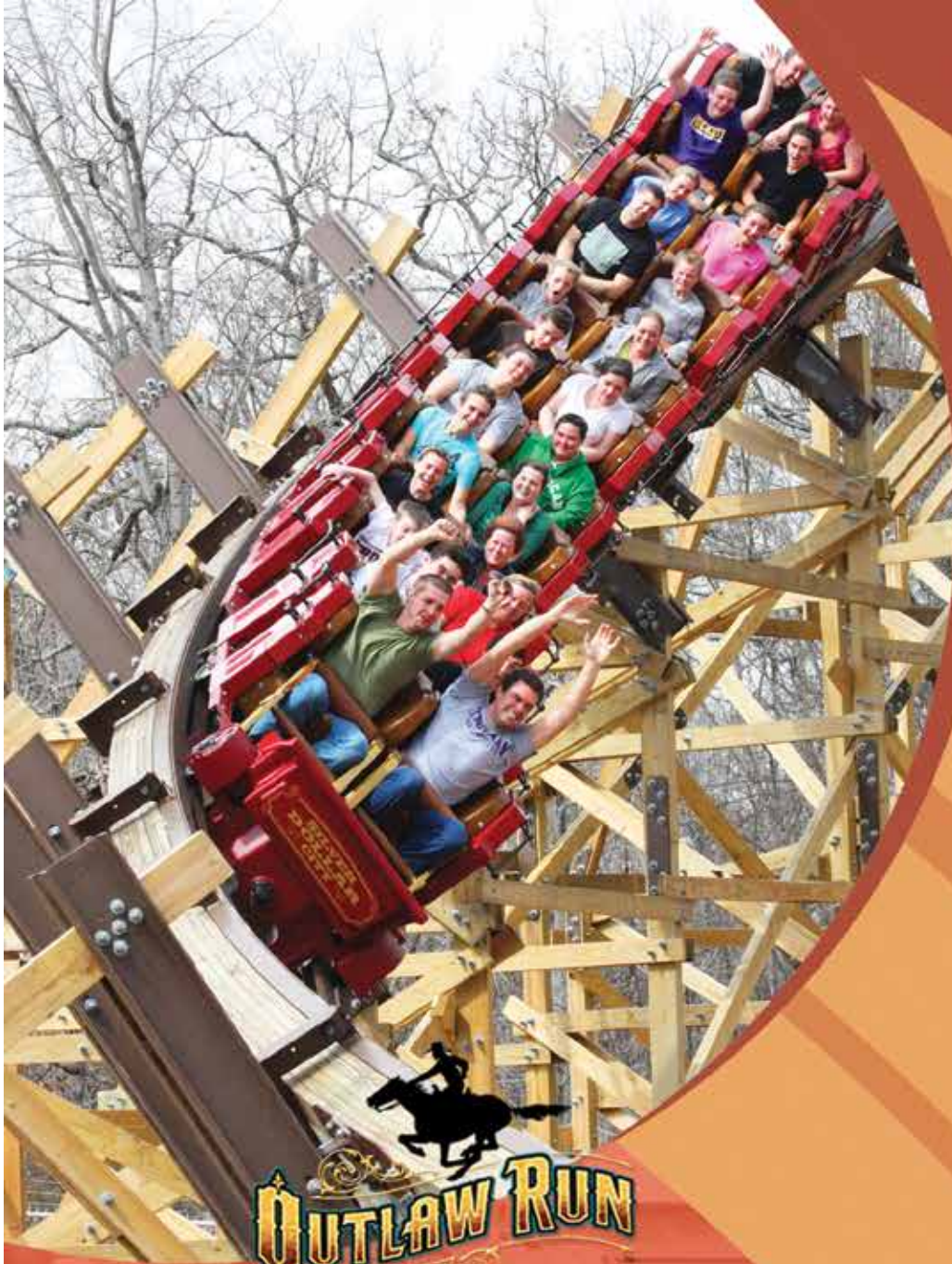
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SeaWorld to debut float in Macy's Parade

NEW YORK, N.Y. — For almost five decades, SeaWorld Parks & Entertainment has surprised and amazed guests with unique entertainment, thrilling rides, and up-close encounters with amazing sea life. Millions have been inspired through the power of entertainment, to celebrate, connect with and care for the natural world. This Thanksgiving, the beauty and majesty of the sea will come to life on the streets of New York as SeaWorld's "A Sea of Surprises" float debuts in the 87th Annual Macy's Thanksgiving Day Parade.

"The magicians of Macy's Parade Studio have outdone themselves yet again with the awe-inspiring and entertaining design of the new SeaWorld float," said Amy Kule, executive producer of Macy's Thanksgiv-

ing Day Parade. "With its diverse and majestic depictions of sea creatures transformed into larger-than-life form, the 'A Sea of Surprises' float is sure to inspire millions of children and adults to learn more about, appreciate and enjoy all forms of aquatic life."

Featuring rolling ocean waves, the gentle movement of swaying kelp and a vibrant school of tropical fish, the scene will take spectators on an extraordinary undersea journey. Taking center stage on the "A Sea of Surprises" float is the iconic Shamu, breaching 27-feet above the millions of Parade spectators lining the streets of Manhattan.

The 87th Annual Macy's Thanksgiving Day Parade airs nationwide on NBC-TV, on Thursday, November 28.



This Thanksgiving, the beauty and majesty of the sea will come to life on the streets of New York as SeaWorld's "A Sea of Surprises" float debuts in the 87th Annual Macy's Thanksgiving Day Parade.

COURTESY SEAWORLD

Busch Gardens Tampa creates children's play area

TAMPA, Fla. — Busch Gardens Tampa has teamed up with International Plaza to create a one-of-a-kind children's play area, offering many of the iconic structures from one of Florida's most popular theme parks.

"This is a great partnership, and as the Tampa Bay area's No. 1 family theme park, we're excited to bring a little bit of adventure into the community for all families to experience each and every day," said Busch Gardens Park President Jim Dean. "This will be a fully immersive experience for kids, highlighting the exciting elements you'd find at the park."

The new Busch Gardens children's play area will be free to all guests at International Plaza and Bay Street and include several animal stars such as hippos, a baby elephant, baby lions and an alligator, as well as a train, safari truck and a 14-foot Cheetah Hunt Tower. The area will also include a 70-inch TV showcasing all of the exciting adventures that await guests at Busch Gardens.

"When Busch Gardens stepped forward as our local sponsor, we knew this custom designed, multi-sensory experience for young children would capture the passions of the Tampa Bay community, being its beloved Busch Gardens Theme Park," said Nina Mahoney, International Plaza marketing and sponsorship director. "I know it'll be a hit with young families living in the area, as well as those visiting from out-of-town."

The new play area celebrated its grand opening event for the community on Sept. 20, 2013.



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WhiteWater opens combination water attraction at Nagashima Resort

KUWANA CITY, Japan — WhiteWater delivered another innovation by pairing two thrilling waterslides at Nagashima Resort in Kuwana City, Japan. This industry first is a fusion of the award-winning Family Boomerango and the all new Manta into one titan of a waterpark ride — times two. The mirror image Family Boomerango plus two Mantas that originate from the same tower set themselves apart by being visually spectacular. The unprecedented views at multiple platforms in the queue line will build anticipation and transform standing in line into an entertaining adventure.

This iconic giant has to be first seen then experienced to be believed; taking guests to the edge and keeping them there for what seems like an eternity. The journey begins with the classic sensation of rafting, leading into a velocity-building drop that launches riders up the famous Boomerango wall, making them feel like they are weightless, all the while getting a bird's eye view of what is coming next. The return fall sends riders back into the rushing waters of the Manta where maximum oscillations and a plunge to the finish will leave them eager to ride again and again.

President and CEO, Geoff Chutter explains the value of this relationship, "WhiteWa-



At Nagashima Resort in Japan, this massive waterslide complex (above) combines the action of a Family Boomerango and the all-new Manta (all shown below) into one exciting slide. Mirror images of the same slide double the capacity and keep the lines moving at this popular Japanese resort. COURTESY WHITEWATER

ter is honored to have been chosen again by Nagashima Resort. The execution of this

project from concept to completion could never have been accomplished in such record

time without the strong rapport that we have built during our continued partnership

and numerous installations over the years."

— Jeffrey Seifert





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Enlarged Costa Caribe waterpark opens at Port Aventura

STORY: Andrew Mellor
amellor@amusementtoday.com

SALOU, Spain — Port-Aventura in Salou, Spain, has opened its newly expanded Costa Caribe Aquatic Park which is part of the resort's development strategy in which it is aiming to become the best European family holiday destination.

The project, which has seen the waterpark expanded by 14,000 square meters (150,694 square feet), also reflects a commitment to investment in the region which has led to PortAventura earmarking more than €70 million (U.S. \$91.3 million) for new initiatives within the past three years.

The expansion increases the area of the waterpark to 50,000 square meters (538,195 square feet) and represents an investment of €10 million (U.S. \$13 million). This latest project continues the resort's overall expansion which has also included the addition of SésamoAventura, the largest expansion in the park's history

with more than 13,000 square meters (139,930 square feet) of new attractions for families, and Shambhala, Europe's highest roller coaster.

The new-look waterpark features a number of major new rides and a variety of other attractions and facilities. Among these is the King Khajuna, the highest free fall slide in Europe at 31 meters (102 feet), which takes riders down a 55-degree descent at more than 6 meters (20 feet) per second. Alongside is the Ciclón Tropical, another slide but one for those who prefer a less extreme experience. A multi-bump slide, it is 19.64 meter (66 foot) in height and offers an undulating descent of over 100 meters (328 feet) with two steep drops.

Both the King Khajuna and the Ciclón Tropical are from Canadian company ProSlide, which has also supplied the Rapid Racer, a six-lane ProRacer waterslide in another area of the park. Suitable for both adults and children, this has users racing each other lying down on mats as they descend



the multi-bump slide.

At the Sésamo Beach pool area the central feature is the Galeón Pirata, a pirate ship filled with Sesame Street characters and four slides, while at the side of this is Cayo Cookie, a play area featuring an array of water jets. Connected to the children's pool is Playa Paraiso, a pool for the family featuring a waterfall, just one of the features incorporated into the park as part of the detailed Caribbean theming created by the PortAventura develop-

Above, the Rapid Racer is a six-lane ProRacer from ProSlide and can be enjoyed by both adults and children. At right, the King Khajuna and the Ciclón Tropical offer park guests exciting but different waterslide experiences.

COURTESY PORT AVENTURA

ment team, which built all the new attractions and facilities apart from those supplied by ProSlide.

A large advertisement for Montgomery Inn Barbecue Sauce. The background is a blue sky with a roller coaster car in motion. The car is carrying a large bottle of Montgomery Inn Barbecue Sauce. The text "Give your food" is written in white, curved letters across the bottom left. The text "the ride of its life." is written in white, curved letters across the top right. The Montgomery Inn logo is in the top right corner, featuring a pig and the text "WORLD FAMOUS MONTGOMERY INN The Ribs King".

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NEWS SPLASH

COMPILED: Jeffrey L. Seifert, jseifert@amusementtoday.com

Impoverished **North Korea** is constructing a lavish outdoor waterpark in a showcase city across the border from China, which residents say appears to be a pet project of regime leader **Kim Jong Un**. The park, with a swimming pool and a waterslide among other facilities, is being built in Sinuiju along the Yalu River and bordering the Chinese city of Dandong, where many tourists flock to get a glimpse of the highly-secretive hermit kingdom.

But while most of North Korea's major facilities are built out of sight from prying eyes, this one appears to be deliberately placed so it can be seen. Chinese cruise ships routinely pass within 30 meters (100 feet) of the construction site multiple times a day, and that the people of Sinuiju are starting to talk about how the project is simply meant to impress tourists.

The waterpark, which boasts a massive slide similar to one constructed in 2012 in Pyongyang's Rungna People's Pleasure Ground, is being built directly in front of the existing **Sinuiju Amusement Park**.

The manager of a popular waterpark in **Villanueva de la Cañada**, Madrid, Spain, has been charged with stealing what could amount to more than €500,000 (U.S. \$666,000) worth of water. Mariano Valverde, the manager of the Aquópolis water park in Villanueva de la Cañada in Madrid, was taken into custody by the environmental protection unit of Spain's Civil Guard police force. Villanueva claims he has been using water from underground wells, but police now believe he has been siphoning water from the key Canal de Isabel II that provides water to the Community of Madrid. **Parques Reunidos**, which

operates the waterpark, said the company complies with all local water laws and it was unaware of any misuse.

Although **SeaWorld's Aquatica Waterpark** in Orlando, Florida, has yet to release any details on its new-for-2014 attraction, one detail is known — the height. Earlier this year Aquatica flew a tethered balloon over the park with a tag reading "105'," a common technique used to test sightlines prior to getting approval for a new project. SeaWorld has confirmed that the new attraction will be the "tallest of its type" in Orlando.

While most waterparks pride themselves on their water quality and cleanliness, it is unfortunate that a few uncaring parks can give the industry a bad name. The **Wasserbahn Waterpark** at the Hotel Clarion in Williamsburg, Iowa, was forced to close after Iowa's Bureau of Environmental Health Services found numerous health code violations including lack of chlorine, broken equipment, poor record keeping and insufficient water testing. Visitors who filed complaints stated the water was murky to the point that they could not see the bottom of the pool. According to the inspector reports, the sand filter had not been repaired and the pressure gauge on the activity pool was broken, there were no records of biological samples being taken and staff failed to test for pH — which controls the effectiveness of chlorine — for several days because they ran out of testing drops. The spa, which had been closed due to mechanical issues, had not been drained and the water was turning slight green with white foam on the top. Inspectors prepared a corrective action plan and the Clarion owners have agreed to hire a pool management company and an experienced engineer to audit

the waterpark's equipment and procedures. Hotel owner **Young Kim** originally appealed the decision, but later withdrew the appeal and signed a consent agreement.

In September, **Disney Magic, Disney Cruise Line's** first ship was dry-docked in Cadiz, Spain, for a six-week upgrade that included new waterslides and interactive water play areas on the upper decks. One of the waterslides, dubbed Aqua Dunk, features a drop capsule and a vertical plunge of 40 feet followed by a horizontal loop in a clear tube that is cantilevered over the side of the ship. Following the refurbishment, Disney Magic was repositioned to Miami, Florida, for 2, 3, 4 and 5 night sailings to the Bahamas and Western Caribbean for the remainder of 2013.

Legoland California's waterpark will open a 2.5 acre-addition modeled after the popular Lego product line and cartoon show, "Legends of Chima." The expansion will be located on the northeastern side of the waterpark, next to the Pirate Reef attraction (Hopkins Shoot-the-Chute) that opened in 2012. The Chima expansion will have eight principal areas, each tied to characters in the Chima Story Line. Attractions revealed thus far include a wave pool, water play area, build-a-boat and a food service area.

Parque Warner Madrid in San Martin de la Vega, Spain, announced it will invest €8.5 million (U.S. \$11.6 million) in a **Warner Beach** waterpark adjacent to the existing theme park. Warner Beach will feature two wave pools, a themed river and two slide towers. Admission to the waterpark, which is expected to open in July 2014, can be purchased separately or as part of a combination park and waterpark ticket.

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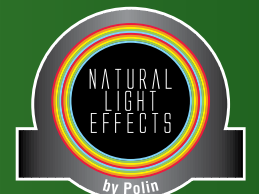
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2013 Euro Attractions Show in Paris a success

Record exhibit floor, sold out events and tours among highlights

PARIS, France — The 2013 Euro Attractions Show (EAS), Europe's largest trade show and conference for the amusement parks and attractions industry, was held September 18-20 in Paris and set records for the size of the exhibit floor, the number of exhibitors, and the number of education program participants. The three-day event is owned and produced by the International Association of Amusement Parks and Attractions (IAAPA).

Record-breaking exhibit floor

A record 393 exhibitors from more than 40 countries participated in EAS 2013, rep-

resenting a 10 percent increase in the exhibit space over EAS 2012 and marking the largest exhibit floor in the 10-year history of EAS.

"We are more than happy to have participated in the 2013 edition of Euro Attractions Show. In three days, we have reached out to many of our existing but also to many new contacts," says Benoit Cornet from Belgian supplier Alterface. "EAS is a must for us as we realize here the major part of our turnover."

Preliminary estimates indicate 8,500 attractions industry professionals, including 5,900 buyers from all over the world participated in the event which was held in Paris at the Porte de Versailles Convention Centre.

Emmanuel Mongon from French supplier Imaginvest said, "The attendance was



mainly comprised of interested buyers, and proved again that rotating the show in different countries is beneficial to attract local professionals. We had much more attendees from all countries in Eastern Europe as before as well as Africa."

Operators of amusement parks, waterparks, zoos, aquariums, museums, indoor playgrounds, casinos, and holiday parks used the trade show to catch up on trends

and order new attractions for the 2014 summer season and beyond. They looked at new innovations in a variety of products and services including multi-dimensional cinemas, interactive dark rides and roller coasters with integrated multimedia, ticketing and queuing systems, and integrated theming products.

Sold out tours and special events

The record exhibit floor was complemented by a vast program of special events and tours. More than 300 industry professionals toured and studied world-renowned French attractions including Disneyland Paris, Parc Asterix, Puy du Fou, Futuroscope, and the Machines de l'Île in Nantes.

A special highlight of the week was the IAAPA Safety Institute at Disneyland Paris

where experts discussed the latest developments and standards in the fields of safety and accessibility. Participants also benefitted from a behind-the-scenes look at the safety program at one of Europe's most attended theme parks.

The EAS Opening Reception took place September 18 at the Musée des Arts Forains at Paris-Bercy. A sellout crowd of 1,200 enthusiastic participants enjoyed the evening in the unique setting of historical and operational rides and games from the last century.

President of Euro Disney S.A.S. Philippe Gas delivered the keynote address at the EAS Leadership Breakfast on September 19. In front of more than 190 worldwide industry professionals, Gas highlighted the history of the resort, described its contribution to the

► See EAS, page 32

Trade associations link up with U.K.'s LIW show



Innovative Leisure once again provided the central feature of the Play and Attractions area at the LIW show with operational High Ropes and Sky Tykes courses. AT PHOTO

STORY: Andrew Mellor
amellor@amusementtoday.com

BIRMINGHAM, U.K. — The U.K. trade show Leisure Industry Week (LIW) took place once again in September at its usual venue, the NEC in Birmingham.

Taking its familiar format of six different sections representing a range of out-of-home leisure sectors, exhibiting companies displayed products and services for markets covering Health and Fitness, Eat and Drink, Leisure Facilities, Pool and Spa, Sport and Play and Attractions, the latter being of most relevance to readers of AT.

The area of the show

floor given over to the Play and Attractions section was of a similar size to that at the 2012 event but the impression given was that there was slightly less actual product on display on this occasion. That was certainly the view expressed by some of the exhibitors and visitors AT spoke to, with a number of the former also being of the opinion that visitors to this part of the show were less in number too.

Significantly for the organizers, they were successful earlier this year in once again securing the support of the British Association of Leisure Parks, Piers and Attractions (BALPPA) and its FEC division, as one of the show's

main sponsors, while also involved as a new partner was the British and Irish Association of Zoos and Aquariums (BIAZA). Both organizations were instrumental in putting together a range of targeted educational sessions over the three days of the show.

An Attractions Lounge, which was home during the event to BALPPA, BIAZA, the National Farm Attractions Network and U.K. safety organization RoSPA, created a meeting point for visitors while above this was also the central feature of this area of the show in the shape of a fully operational high ropes course from Innovative Leisure. The company

► See LIW, page 34

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Enjoying the EAS tradeshow from the U.S. were Philadelphia Toboggan Coasters, Inc.'s Tom Rebbie and Janine Rebbie. Below, the show drew a record number of exhibitors.

AT PHOTOS



►EAS

Continued from page 31

European attractions industry, and provided a look into the future of Disneyland Paris.

Extensive conference program highlights industry's trends and hot topics

Developed by the IAAPA Europe Education Sub-Committee, the comprehensive conference program at EAS 2013 provided more than 20 hours of attractions industry learning from some of the most successful leaders in Europe. More than 1,500 attendees — a 25 percent increase over last year's program — learned about the latest trends and developments in the European attractions industry and studied key issues of the industry including: new technologies, events, storytelling, investments, sustainability, social media, and the growth of indoor playgrounds and waterparks.

"We are delighted that EAS has been in Paris this year," states Sophie Huberson, managing director of the French association SNELAC. "Many members of SNELAC came to meet the industry, see new products on the show

floor and take advantage of seminars organized by IAAPA Europe. Anything that can help to professionalize and develop the business is important for SNELAC: EAS in France was such a unique opportunity to meet the increasingly demanding needs of our visitors."

EAS moves to Amsterdam for 2014

Euro Attractions Show 2014 will take place September 23-25 at the RAI Convention Center in Amsterdam, Netherlands. More than 230 companies have already reserved in excess of 7,800 square meters of exhibit space.

"Euro Attractions Show is for us the ideal event to meet our customers, prospects, but equally see our colleagues and discuss the continuously growing attractions industry," says Jérôme Giacomoni, CEO of the French exhibitor Aero-philie SAS. "We are extremely proud to have participated in the 2013 edition. EAS has enormously developed in terms of exhibitors and attendees. It is definitely a must event for everyone in the attractions industry and we are looking forward to the next edition in Amsterdam."

• www.IAAPA.org/EAS



FAST TRACK

COMPILED: Scott Rutherford,
srutherford@amusementtoday.com

World of Color – Winter Dreams, an all-new holiday version of the popular World of Color after-dark spectacular, will debut at **Disney California Adventure Park**, Nov. 15. Hosted by Olaf the snowman, from the upcoming Walt Disney Pictures animated feature *Frozen*, the World of Color – Winter Dreams show combines new animation with classic winter scenes from such Disney films as *Bambi*, *Fantasia* and *Toy Story*. The show will include new special effects and present new methods for utilizing the massive stage of water, color and light on which World of Color is presented.

Chance Rides was named as the presenting sponsor for *Zipper: Coney Island's Last Wild Ride*, an independent film during the 11th Annual Tallgrass Film Festival. This year the schedule of featured independent films included two showings of *Zipper: Coney Island's Last Wild Ride* held on October 18 and 19. The film is an homage to one of Chance Rides most thrilling and well-known carnival rides. The **Zipper** first debuted on the carnival circuit in 1968 and can still be found at many traveling shows today. The film is written and directed by **Amy Nicholson** who tells the story from the perspective of a small time ride operator named Eddie Miranda who is operating the Zipper on rented land that gets bought out from under him to make way for a new development that threatens to erase the nostalgia associated with Coney Island.

Australia's **Dreamworld** and Save the Bilby Fund have announced that not one, but two bilby joeys (nocturnal omnivores) have been discovered in a routine monthly check inside their mom's pouch. Born in the same week as **Prince George**, the brothers have been named **Prince George I** and **Prince George II** in honour of the Royal baby. At the time of Prince George's arrival, the Australian Government announced a toy bilby gift for the Royal baby and a \$10,000 sponsorship of their bilby program. The Royal baby joins an esteemed list of iconic Australians who have had bilbies named in their honour including, Governor-General **Quentin Bryce** and Olympic Swimming legend, **Dawn Fraser**. Prince George I and Prince George II will be on display for a limited time at Dreamworld in The Bilby Semi-Nocturnal House located in the Australian Wildlife Experience.

Ideal Software Systems' visionary Season Pass and E-Ticketing products will allow waterparks and amusement facilities to tap into the multi-billion dollar mobile consumer market. Ideal's debit card and mobile-based Season Pass and E-Ticketing allow guests to purchase season passes and single-day tickets for their favorite waterparks online or via smart phone, and use either a printable ticket or a mobile ticket stored on a smart phone for access to the park. Customers can then add cash value to their season passes and tickets via smart phone and use them to make purchases at any POS in the park. Facility owners can get real-time reports via smart phone, too, with the N-Site Mobile app.

Maine's **Funtown Splashtown USA** has been rated No. 20 by ThemeParkCritic.com, an online theme parks guide. Funtown Splashtown USA, owned and operated by the Cormier family, was very pleased to hear the news. Funtown Splashtown USA most recently added the Mount Olympus section to the Splashtown USA waterpark as part of a multi-million dollar expansion in 2012. This year, the waterpark was featured on the *Travel Channel* show, "Xtreme Waterparks" and was the site of a major flash mob event.

When **Knoebels Amusement Resort** opens its doors between April and October, it is with the help of hundreds of seasonal workers. Recruitments come through job fairs, walk-ins and from PA CareerLink. Management's appreciation of the reliability and experience that older workers bring was shown by its hiring demographics during the 2013 season. A full 22 percent (430) of Knoebels' 1,981 workers were age 55 or older. Most positions were in food service, ride and game operations, gift shops, grounds maintenance, recycling and ticket sales. Seasonal workers are offered a flexible work schedule and many choose days and hours they prefer to work.

The **Metropolitan Museum of Art's** presentation of three special exhibitions during the spring/summer 2013 season: Impressionism, Fashion, and Modernity; Punk: Chaos to Couture; and The Roof Garden Commission: **Imran Qureshi** generated an estimated \$742 million in spending by regional, national, and international tourists to New York, according to a visitor survey released by the museum. Using the industry standard for calculating tax revenue impact, the study found that the direct tax benefit to the city and state from out-of-town visitors to the museum totaled some \$74.2 million. The full-year estimate of visitor spending in New York by out-of-town visitors to the museum in fiscal year 2013 is \$5.4 billion.

The **Abilene Zoo** set a record for attendance during the just-ended 2013 fiscal year, drawing 224,805 visitors and beating the previous record established a year earlier by more than 7,000 visitors. During fiscal 2012, the zoo drew a then-record 217,103 visitors. Attendance has continued to grow since the zoo attracted 114,328 visitors in 2005. The opening of the zoo's Caribbean Cove exhibit and its black-footed ferret exhibit were credited as being major factors in the increase in attendance.

Mickey's Very Merry Christmas Party will have 19 magical nights from Nov. 8-Dec 20. For a quarter century, **Walt Disney World Resort** guests have enjoyed this must-see event. Beginning at 7 p.m. (after regular park hours), guests with special event tickets to Mickey's Very Merry Christmas Party can enjoy all the holiday splendor with lively stage shows, fireworks, a unique holiday parade and favorite traditions including complimentary cookies and hot cocoa, and snow flurries on Main Street, U.S.A. Guests can enjoy new experiences and attractions at New Fantasyland.

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► **LIW**

Continued from page 31

also brought along a fully-built Sky Tykes ropes course aimed at younger patrons, among other attractions, and reported another very successful few days. Other exhibitors here included Om-

niTicket Network, World of Rides, Timberplay, Airquee, Russell Play, Vertical Reality, Bounceabouts Leisure, Tornado International and Lorica Insurance Brokers, to name but a few.

Unfortunately for LIW, and specifically the event's Play and Attractions sec-

tion, it is usually always held within a week or two of the ever-growing EAS, the major parks and attractions show in Europe, and this year was no exception. As a result, it inevitably has a fight on its hands to attract stronger numbers of both exhibitors and visitors from the parks sector but it

continues to provide the U.K. market with a home grown trade show with some very good educational content. With the continued support of the various sector trade associations mentioned, hopefully that will augur well for the future.



Innovative Leisure once again provided the central feature of the Play and Attractions area at the LIW show with operational High Ropes and Sky Tykes courses. AT PHOTO

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Herschend Family Entertainment new owners of Harlem Globetrotters

NORCROSS, Ga. — Herschend Family Entertainment Corporation (HFE) announced in October it has acquired Harlem Globetrotters International, Inc. (HGI) from Shamrock Capital Advisors, effective immediately. HGI is a wholly owned subsidiary of HFE.

A complement to HFE's family-friendly portfolio of businesses, this acquisition marks an expansion for the company into new media, audiences and markets. HGI brings to HFE a hugely popular and relevant brand that has seen a resurgence in the past five years, growing from a live event touring company into a full-fledged global entertainment brand. The Globetrotters perform over 400 live events worldwide annually, reaching over three million fans in more than 30 countries. Last year, HGI produced all-time highs in live-event revenue, sponsorship partnerships, merchandise sales and media impressions, all while building a top-notch online community and introducing its star players to a new generation of fans.



"For nearly nine decades, the Harlem Globetrotters have had a rich tradition of creating family memories through sports and entertainment. The team is coming off its best touring year ever, and this acquisition helps HFE diversify into a new but complementary business," said Joel Manby, HFE's president and CEO, in making the announcement. "Becoming the new owners of this legendary team is a natural step as HFE continues to develop wholesome, immersive entertainment that parents can trust — entertainment that brings families closer together."

"We couldn't be more pleased to join the HFE family. The Globetrotters enjoy a huge global popularity that spans all continents, and our brand is hotter than ever. Under HFE's ownership, we are

looking forward to building upon this domestic and international success," said Kurt Schneider, HGI's CEO. "We also see opportunities to cross-market between the Harlem Globetrotters' popular tour and players and HFE's family attractions, allowing both companies to reach even more fans. We are very thankful for Shamrock's stewardship of the brand these past eight years."

"We feel very fortunate that we had the opportunity to be stewards of this treasured American brand," commented Michael LaSalle, partner at Shamrock Capital Advisors. "The current team has enabled the Harlem Globetrotters to entertain more families than ever before, and we look forward to watching the next successful chapter of this storied franchise."

While details of the agreement are private, HFE disclosed that the current HGI management team as well as the active player roster would remain the same. HGI employs more than 90 people including staff, players and coaches.



A Harlem Globetrotter takes time to teach a young girl how to spin a basketball on her fingertip. COURTESY HFE

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<p>2010 SBF Airborne Shot (park model) \$175,000</p>	<p>1993 SBF Balloon Wheel (newly installed drive and dynamic brake) \$75,000</p>	<p>2000 Sellner Mfg. Bear Affair (park model) \$30,000</p>
<p>2004 Zamperla Disk'O (portable model) \$499,000</p>	<p>2008 Fredericksen Fun Slide (portable model) \$75,000</p>	<p>1991 Wisdom Rides Gravitron (portable model) \$100,000</p>
<p>2005 Technical park Super Miami (park model) \$450,000</p>	<p>All rides on location at: Gillian's Wonderland Pier Ocean City, N.J. and Gillian's Funland Sea Isle City, N.J.</p> <p>For more information call: John Kavchok (609) 399-7082</p>	

MARKETWATCH

RIDING THE MARKET



*Six Flags stock split on June 27, 2013

Company	Prices		52 Weeks	
	One Month Ago	10/10/13	High	Low
Cedar Fair L.P.	\$43.77	\$43.02	\$44.49	\$30.90
MGM Mirage	\$19.04	\$20.43	\$20.90	\$9.15
Six Flags Ent. Corp.*	\$33.28	\$32.69	\$40.31	\$26.60
CBS Corp.	\$54.05	\$55.61	\$57.47	\$31.84
Walt Disney Co.	\$62.83	\$65.66	\$67.89	\$46.53
Apollo Global Mgt. LLC	\$27.40	\$30.34	\$31.00	\$13.83
Blackstone Group	\$22.78	\$25.88	\$26.59	\$13.31
Village Roadshow	\$6.69	\$6.48	\$6.75	\$3.45
NBC Universal	\$23.87	\$24.32	\$24.95	\$19.87
SeaWorld Entertainment Inc.	\$29.78	\$27.95	\$39.65	\$27.48

CURRENCY DIESEL PRICES



Region (U.S.)	As of 10/07/13	Change from year ago
East Coast	\$3.908	-\$0.189
Midwest	\$3.876	-\$0.164
Gulf Coast	\$3.805	-\$0.194
Mountain	\$3.915	-\$0.279
West Coast	\$3.936	-\$0.271
California	\$4.150	-\$0.264

TOP 7 MOST TRADED CURRENCIES



On 10/11/13 \$1 USD =
0.7397 EURO
0.6269 GBP (British Pound)
97.82 JPY (Japanese Yen)
0.9110 CHF (Swiss Franc)
1.0594 AUD (Australian Dollar)
1.0395 CAD (Canadian Dollar)

PEOPLE WATCH

Franceen Gonzales joins WhiteWater team

WhiteWater West (Richmond, B.C., Canada) recently announced that **Franceen Gonzales** has been named Vice President Waterpark Business Development. In this role she will be responsible for directing sales and business development throughout the growing Latin American region and in areas of the USA. In addition, Franceen will act as an ambassador for WhiteWater's booming global markets. "We are truly honored to have Franceen join the original waterpark and attractions company. She personifies everything we stand for," said **Geoff Chutter**, president and CEO.

"We are thrilled to have Franceen join the WhiteWater team," echoed **Andrew Mowatt**, executive vice president, business development. "Her impressive background and experience in the waterpark and amusement park industry will be a huge asset in providing innovative solutions to attractions for our customers," he said.

Gonzales brings 25 years of waterpark experience to WhiteWater, most recently as vice president, Risk Management and Waterparks, for Great Wolf Resorts where she held responsibility for safety and risk management as well as waterpark operations and maintenance for the company's 12 waterpark resorts in North America. Prior to joining Great Wolf Resorts in 2006, she was park director for Hurricane Harbor at Six Flags Great Adventure. She has also held top management positions at Golland Entertainment Centers Inc., Waterworld Safari in Phoenix, Arizona, and Wet 'N' Wild Waterworld in El Paso, Texas.

In accepting the position, Gonzales commented, "I have always had the utmost respect and admiration for the caliber of WhiteWater's products and their people and I am honored to be part of such a great and growing organization. I could not be more excited about this new opportunity!"

Gonzales is a former board chair and board member of WWA (World Waterpark Association) and serves on the IAAPA (International Association of Amusement Parks and Attractions) board of directors. She is a member of the IAAPA Safety Committee, has chaired the IAAPA Membership Committee, and



Gonzales

served on the IAAPA governance and strategic planning committees. She is active with and has served on numerous ASTM International (American Society for Testing and Materials) committees. She currently serves on the board of directors of AIMS (Amusement Industry Manufacturers and Suppliers) and NSPF (National Swimming Pool Foundation).

Annmarie Nikola added to Quassy sales team

Annmarie Nikola has joined the sales team at Quassy Amusement & Waterpark in Middlebury, Conn., park officials announced.

"She is a seasoned sales representative and brings with her other attributes important to dealing with our clients," said **George Frantzis II**, a park owner.

As a sales and event coordinator, Nikola will help organize corporate and other catered outings with Quassy's sales and marketing team.

Prior to joining the park she was a sales representative with Pitney Bowes Inc. in Shelton, Conn., and obtained a degree in hospitality from Georgia Southern University.



Nikola

Neptune-Benson names David Monk as director

Neptune-Benson, a manufacturer of commercial aquatics filtration systems in Coventry, R.I., has promoted **David Monk** to Director of International Sales. David will be responsible for business development outside of the U.S. working with representatives in Western Europe, Russia, Australia and New Zealand.

Monk has been with Neptune-Benson for the past two years as an International Sales Manager and three years prior as National Sales Manager for Lawson Aquatics, a wholly owned subsidiary of Neptune-Benson.

"David is looking forward to serving our customers in his new capacity" states **Barry Gertz**, CEO Neptune-Benson. "This appointment demonstrates our commitment to better servicing the international community."



Monk

CenterEdge, EMBED team up for joint ticketing and cashless payment solution

ROXBORO, N.C. & CARROLLTON, Texas — Entertainment facility solutions provider CenterEdge Software recently announced a joint ticketing and sales solution in cooperation with EMBED, a worldwide supplier of revenue management systems for the amusement, gaming, entertainment and leisure industries.

The solution taps CenterEdge Software expertise with front line ticketing, integrated labor control and capacity management features, while utilizing aspects of the market leading EMBED System allowing for cashless operation of games and attractions.

"Every facility is unique and brings a set of goals and requirements that can be best served by CenterEdge, EMBED or a combination of the two platforms," said Merrick Keller, EMBED USA sales manager, North America.

According to Keller, CenterEdge and EMBED together deliver the strongest system solution to the market as each company is a leader in their respective part of the industry. The joint solution has been deployed at a significant number of entertainment venues around the country.

The integration between EMBED and CenterEdge products is seamless, allowing for easy management by on-site staff. Complementing EMBED's card readers and back-end software that are especially useful in facilities with large-scale arcades with 25 or more units, CenterEdge provides an advanced point of sale ticketing product and flexible, feature-rich tools for booking events and birthday parties.

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Amusement industry titan, Gary Story dies at 58



EDMOND, Oklahoma — Gary Story, former IAAPA chairman and former President and Chief Operating Officer of Six Flags Inc. died on September 21 at his home in Edmond, Oklahoma. He was 58 years old.

Story began his theme park career in 1972 as a seasonal employee at Six Flags Over Mid-America in park operations and retail. After graduating from the University of Missouri, he held various positions

at Six Flags Over Mid-America until 1982. From 1982 to 1984 he worked in a consulting role in two new parks: Luna Park in Sydney, Australia, and Diversiones del Reino in Mexico City, Mexico. He returned to the United States to work for Tierco Properties as the general manager of Frontier City theme park in Oklahoma City in 1984. Under his leadership Frontier City's attendance and revenues quadrupled.

Tierco continued to ac-

quire parks starting with White Water waterpark, Oklahoma City, in 1991, then the financially troubled Wild World, Largo, Maryland in 1992. Following the acquisition of Wild World, Story was promoted to president and chief operating officer. In 1994 Gary Story and Chief Financial Officer Kieran Burke changed the name of the company to Premier Parks Inc. Story was instrumental in driving the growth of Premier Parks from a three-park

company to one of the largest regional theme park operators in the world. In 1998 Premier Parks acquired Six Flags Inc., and changed the name in 2000 from Premier Parks to Six Flags Inc. By that time the new Six Flags operated 39 parks in eight countries.

Story retired from Six Flags in December 2003 for health reasons and Kieran Burke left following a hostile takeover, but the two remained in the
▶ See STORY, page 38

Gary Story remembered

"It is so hard for me to try to put on paper all the things I would like to say about my dear friend and long time business partner, Gary Story. He was a larger than life person, a giant of a man who packed so much living into his too short 58 years. Most important, he had a huge heart and really cared about and touched so many people. In terms of our business, Gary was absolutely the key driving force in building Premier Parks, Inc. from one park (Frontier City in Oklahoma City) into the largest regional theme park company in the world (renamed Six Flags, Inc. in 2000) listed on the New York Stock Exchange with 39 parks in eight countries in North America and Europe and over \$1.2 billion in revenues. It is no exaggeration to say that Gary Story was our company's 'Walt Disney.'

"Having started in high school in the grounds department at the Six Flags park in St. Louis sweeping streets, Gary began his ascent through the ranks of that park after graduating from the University of Missouri. He had the self confidence and entrepreneurial spirit to ultimately leave Six Flags as a young man and travel abroad to run parks in Mexico City and Sydney, Australia before returning to the States and eventually helping found our company in 1989.

"To borrow a sports analogy, he was a 'complete player.' Blessed with a keen intellect and prodigious memory, he was a born leader and tireless worker. He knew every function at a park, had great marketing instincts and financial skills and an artist's eye and vision for how to design and develop parks. He transformed the look and feel of countless parks throughout the world, including so many of the Six Flags parks. Everything I know about the park business I learned from Gary. And I am not alone in that. Gary mentored and trained so many people throughout his long career. He was a demanding and tough boss, but he was always fair and held himself to the same high standards he expected from others.

"He was also a man of great personal integrity. A true Eagle Scout to the end, Gary never cut corners in business or in his personal life. Gary Story always did the right thing, even when no one was looking. He was also a man of great courage, particularly in the stoic way he faced his long struggle with diabetes without complaint. And he had an unflinching sense of humor that made it so much fun to be around him and work with him.

"Keenly aware of his mortality, Gary lived life large and to the fullest. His 58 years were far too short, but a testament to a life well lived. We will all miss him dearly, particularly his wife, Lorena, and his three children whom he loved above all else and they him."

—**Kieran Burke,**
Premier Attractions Management, LLC

"I began working at Frontier City in 1991 in the shows department when Gary was the general manager at the park. I remember being very surprised, almost worried, when Gary knew my name and stopped to talk to me one day. He just wanted to know a little about me. And it was then that I learned that Gary never forgets anything. He always had time to stop and share stories.

"When faced with a decision that potentially changes the operation of the park, I would often times ask myself 'What would Gary think?' I don't expect that thought process to change for me.

"Hardly a day goes by that I not reminded how honored I am to be in my position, and it is in large part due to Gary Story. I feel incredibly fortunate to be at the helm of Frontier City and I pray that I can do honor to Gary by continuing the legacy he created at the park."

—**Stephen Ball, Frontier City**

"My friend of 28 years, my leader, and my lifesaver.

"Gary and I met in the Dallas Love Field airport for the first time 28 years ago. He gave me the chance to run my own park and was my mentor from that time forward. I feel so fortunate to have known Gary in life and learned from him for so long. We rode the rocket ship to becoming the largest regional theme park chain to-

gether and most recently talked on the phone for almost endless conversations daily. I owe my career success to Gary.

"Three years ago he saved my life. While traveling to our newest park at the time, in Virginia Beach, I became very ill. Gary found out how sick I was from another friend, Jim Dunn and phoned me immediately. I of course, as most of men do, took the high road and said I was fine. The next thing I know, Gary had called the hotel and had them call an ambulance. After two surgeries, and five days later, I was able to go home. I do not believe I would be here today without his care and compassion.

"Gary was my dear friend and I miss him deeply already. May God bless and keep Gary and may God bless Lorena and the kids in this difficult time."

—**Hue Eichelberger,**
Premier Attractions Management, LLC

"I enjoyed getting to know Gary Story during the early days of Great Coasters, International, Inc. He was a very personable guy. He had a business to run but he also took the time to get to know people. It was always a great conversation when Gary would call. In a fun way, I always found that I learned something from him.

Clair Hain Jr. and I will always be grateful to Gary for the opportunities he gave Great Coasters, the greatest of which was allowing us to develop our new coaster trains, the Millennium Flyers for Roar in at Six Flags Discovery Kingdom in Vallejo, Calif. This was an incredible gesture of faith by Gary that I will always remember.

He was a very busy man, and unfortunately we fell out of touch in recent years. He always said he wanted to coach his son's soccer team. I hope he found the time to do that before his much too early passing."

—**Michael Boodley, Co-Founder,**
Great Coasters, International, Inc.

"Gary was one of the handful of people that defined the regional theme park industry we know today. His innovation with product and his vision of industry consolidation were ahead of his time. Gary was a giant in every sense of the word. He left us far too soon."

—**Tom Iven, Six Flags Entertainment Corp.**

"It was an incredible experience to have worked by his side, as he transformed a small company with three parks into the largest operator of parks in the world. Gary shared his passion for the industry and creative genius with everyone he came to know, and his mentoring and friendship had an immeasurable impact on my life."

—**Les Hudson, Six Flags Entertainment Corp.**

"Gary has been a good friend for over 30 years well before his affiliation with Premier Parks which catapulted his career in the amusement park industry with the acquisition of Six Flags. The growth of Six Flags and the acquisition of many family owned parks was the vision of Gary. He saw many existing family owned parks that had the opportunity to grow and prosper with the synergy and capital of the Six Flags brand. Parks like Riverside Park in Agawam, Mass and Elitch's Gardens in Denver flourished after their acquisition.

"Many ride manufacturers also saw their sales grow during the 1990's with the new rides that were installed to grow attendance in their markets. Gary's purchasing decisions were always done based on the needs of each park with the manufacturer that could best meet those needs. He always treated Chance Rides very fairly and expected performance and rewarded us with continued business opportunities.

"Even after his retirement from Six Flags we maintained a friendly relationship and he was always there to provide some free advice when needed from his wealth of knowledge about the in-

dusty. My most fun time was with him on a trip to the 2008 Super Bowl XLII in Phoenix to see the Giants beat the Patriots. The game was great but the most exciting part was trying to exit the parking lot when some younger rowdy fans tried to cut us off. All I need to say is that a fight was avoided, but Gary got in the last word! He was quite a guy, bigger than life, always fun to be with and tell stories, a great friend and I will truly miss him."

—**Dick Chance, Chance Rides Mfg.**

"It is only beginning to sink in that Gary is gone. I just read that Long Beach may consider rebuilding the Cyclone Racer. My first reaction was to call him. Gary had a deep interest and respect for the history of our industry dating back to the Golden Age. He knew a great deal about it, from Coney Island to Blackpool and almost everywhere else. This passion, this love was foundational in his overall development of the parks he directed as well as IAAPA where he was instrumental in helping steer its course.

"Gary was as loyal, caring and generous as anyone I have ever known. He was genuinely interested and took time to listen. Fair, open and honest: he was a best friend. I only wish I could talk about the Cyclone Racer with him. He would have been interested."

—**Joe Heflin, WhiteWater West Ind.**

"I met Gary in September 1993 and the first time I almost accidentally killed him when I literally shot a loaded pistol inside his office and it was a friendship that started with gunfire and it never ended. Over the years he bought with Tierco first, and then Premier and later Six Flags hundreds of rides and he helped to grow our company and established a strong relationship with the market.

"He was also very instrumental in giving us ideas for new rides like the Rocking Tug, and we always shared with him new concepts. His comments were always very important to the good end result of the project.

"I will miss him, I will miss the long phone call at the end of the day that was draining my cell phone battery."

—**Valerio Farrari, Zamperla USA**

"Gary was the ultimate trickster and he relished in wrapping his friends and foes alike into elaborate pranks. One such prank was during the time we were developing and discussing Challenge of Tutankhamon dark ride for Six Flags Belgium (now Walibi). In our discussions of the style of ride he tried to convince me to create a ride around 'the most successful film of all times - Flash Dance!' He went on to tell me that it had won at least 20 Academy Awards and was by far the most popular movie ever produced. During an IAAPA Board Meeting he even sketched out a layout on a napkin outlining the various scenes and show action elements on this imaginary ride. We laughed about it for years to come and...no telling, it might have made a great ride!

"Gary was full of many stories...some true, some fiction. If you got him going on one of his hunting stories you better be prepared for an hour long, step by step, blow by blow description but, that was Gary's style of storytelling. I remember a different time at the bar where he went into great detail about a Vietnam War incident where, after a half hour of details and descriptions he admits that he had never been to Vietnam after all and all of it was just made up!

"My wife Sherry and I had many a fun evening on IAAPA summer meeting events with Gary and Lorena. One of the most memorable was at Oktoberfest when all of us got separated at closing but somehow made it back safe and sound to the hotel in different cabs.

"Gary was larger than life in many ways and he will be greatly missed in our industry and in our lives."

—**John Wood, Sally Corp**



George and Vera Bryan, founders of the U.K.'s Drayton Manor Theme Park, are seen in this file photo in front of flowers at the park. COURTESY BIRMINGHAM MAIL

Drayton Manor Theme Park founder dies at 92

STAFFORDSHIRE, U.K. — George Bryan, the owner and founder of Drayton Manor Theme Park in the U.K., died on September 20. He was 92.

George was a trained engineer with a passion for the entertainment industry and in his early career he manufactured penny arcade machines with his father, William, who was known as the 'King of the Penny Arcade.'

He served in the army during the Second World War and met his wife, Vera Cartlidge, in May 1942, the couple marrying in December of the same year. At the time, Vera's family owned the California in England pleasure park in Berkshire which was to be the inspiration behind the creation of Drayton Manor.

George and Vera purchased the 80-acre site in 1949 for GBP 12,000 (U.S. \$19,200 at today's exchange rates) following its use by the army which had "moved in" in 1939. After the end of the hostilities, the site became surplus to army requirements and by the time the Bryans arrived it was overgrown with huge brambles, mounds of rubbish and old army huts. Indeed, locals thought they were "barmy" to want to undertake such a project, but with a small

team of helpers, they spent six months transforming the site and opened Drayton Manor Inland Pleasure Resort in April, 1950.

At that time, the park had a restaurant, a tea room, three hand operated rides, six rowing boats, some pedal cars and a set of second-hand dodgem cars, but of course since those early days it has gone on to become one of the most popular and successful theme parks in the U.K. featuring the most up-to-date rides and attractions. Today, approximately 1.2 million annual visitors enjoy Drayton Manor and it continues to be owned and run by members of the family.

The skill and determination demonstrated by George and Vera Bryan in opening a tourist attraction in post-war Britain was indicative of his commitment and dedication to the task. He was also a known philanthropist, supporting a number of local charities, which is part of his legacy. George received the OBE (Order of the British Empire) in 2004 in recognition of his dedication to hospital services and his contribution to tourism.

He is survived by his wife Vera, children Colin, Jane and Andrew, and grandchildren and great-grandchildren.

STORY

Continued from page 37

amusement industry, eventually forming a new Premier Attractions Management company that managed several parks owned by CNL Lifestyle Properties.

Current IAAPA Chairman Will Morey commented, "Gary had a boundless passion for the industry and was an avid supporter and contributor to IAAPA throughout his career."

"Gary contributed a great deal to IAAPA and was an impassioned promoter of our industry," said IAAPA President and CEO Paul Noland. "We are sorry to hear the news of his passing. Our thoughts are with his family and friends during this difficult time."

Current Six Flags Entertainment Corp. CEO Jim Reid-Anderson said: "Gary was a dear friend and colleague to many at Six Flags and he will be terribly missed. His innumerable contributions helped significantly shape our company and industry. Our deepest condolences go out to his family."

An Eagle Scout as a youth, Gary was also very involved nationally with the Boy Scouts of America, the Juvenile Diabetes Research Foundation and UNICEF.

Story is survived by his wife, Lorena; three children, Paul, Katherine and Scott, who make their homes in the Oklahoma City area.

Memorial services were held at St. John the Baptist Catholic Church in Edmond.



This AT archive photo shows left to right: Mike Boodley, Kieran Burke, Gary Story and Clair Hain at the Great Coasters International booth during an IAAPA show. AT FILE



Gary Story, left, takes a prototype test ride on the new Avaiator with Dick Chance at the Chance Rides factory in Wichita, Kan. AT FILE



Riding Apollo's Chariot at Busch Gardens Williamsburg together during the 2010 Golden Ticket Awards were from left, Dick Knoebel, Richard Munch, Lorena and Gary Story. AT FILE

CAREER HIGHLIGHTS

Former Six Flags President and Chief Operating Officer Gary Story has been in the theme park business for more than 40 years. Here are some of his career highlights:

- 1972:** Takes a job as a seasonal worker sweeping streets at Six Flags Over Mid America near St. Louis.
- Mid-to-late 1970s:** Has summer internships with Six Flags during college and lands his first full-time job with the company.
- 1981:** Leaves Six Flags to work in a consulting role for Reino Aventura theme park in Mexico City.
- 1982:** Becomes general manager of Luna Park, a theme park in Sydney, Australia.
- 1984:** Returns to the United States to take upper management position at Frontier City in Oklahoma City.
- Late 1980s:** Various management positions with Tierco Group, the company that owned Frontier City.
- 1992-1994:** Chief operating officer and executive vice president, Tierco Group.
- 1994:** Named president and director of Premier Parks.
- 1996:** Premier Parks goes public with an Initial Public Offering that raises nearly \$70 million.
- 1998:** Premier Parks purchases the Walibi chain of theme parks in France, Belgium and the Netherlands. Premier Parks buys Six Flags from Time Warner and Boston Ventures for \$1.9 billion.
- 2003:** On December 31 Gary retires early as president and chief operating officer of Six Flags Inc., citing health reasons.
- 2004:** Serves as special adviser for Six Flags Corp. through Dec. 2005. Becomes Chairman of the International Association of Amusement Parks and Attractions.
- 2009:** In November Kieran Burke and Gary Story purchase Nashville Shores waterpark, marina and campground in Nashville, Tenn.
- 2011:** In January, Burke and Story purchase Ocean Breeze in Hampton Roads, Virginia; gain management contracts with CNL for Frontier City and White Water Bay in Oklahoma City, Okla. and Splashtown waterpark in Spring, Texas; form Premier Attractions Management, LLC; in November purchase Clementon Park and Splash World in Clementon, N.J.
- 2013:** Ink management contract with CNL Properties for Soak City waterpark in Palm Springs, Calif.

—AT research

Reflecting on Gary Story and a wooden roller coaster

When I first met Gary Story, he had made the move to Oklahoma City and was working for real estate company The Tierco Group. In 1982, Tierco had purchased Frontier City for \$1.2 million as a small struggling theme park in town, with the intent of closing it and redeveloping the real estate. That was until the real estate bottom dropped out causing the company to sell off real estate holdings to fund growth at Frontier City.

Tierco, needing an experienced park executive, turned to Gary Story who joined the company in 1984 to become the park's general manager. With \$13 million in improvements, Frontier City's attendance was growing.

Gary made the first of two big steps to put Frontier City on the map when he purchased the Schwarzkopf Looping Star coaster from Charlie Edens in 1986. The 1979-built coaster had traveled the German fair market before making its way to the Maryland's Jolly Roger in 1984. It would also play the fall dates at the State Fair of Texas in '84 and '85 before being sold to Frontier City, where it operates today as Silver Bullet.

Frontier City continued a modest growth but could never seem to get to the next level. Gary always told me that when a park gets to the 400,000 attendance level, it opened up so many more doors on how the park operates, how the park grows and the number of staff you can retain.

Gary always cared about history. Our long conversations both in his office at Frontier City and on the phone

COMMENTARY

always drifted back to the history of our industry. Park history, ride history, people history, Gary always wanted to talk about all of it.

In those conversations, he told me one day he wanted to move a wooden roller coaster the way Knoebels Amusement Resort had done in 1985 with its highly-successful Phoenix, formally the Rocket at Playland park in San Antonio, Texas.

Numerous wood coaster opportunities kept presenting themselves, but asking price, moving logistics, or some other hurdle kept Frontier City from getting its signature wooden coaster.

I had learned from sources within the American Coaster Enthusiasts that the owners of the closed Fairyland Park in Kansas City were looking to sell their wooden coaster, The Wildcat, which had operated 1967-1977.

In visiting with John F. Pierce, long-time right hand man to coaster designer William L. Cobb, John believed that with the short distance between the two cities along with the fact that the Wildcat was only 70 feet tall and featured a steel structure, the Wildcat would be a perfect fit for Frontier City.

Not wanting to waste time, I drove up to Frontier City and met with Gary and told him everything I knew about

the ride and about my conversations with John, who was convinced the ride could be moved and re-erected for under \$1 million.

Gary made the trek to Kansas City the next week to inspect the ride where he became convinced it was going to be his next signature ride. After convincing Kieran E. Burke (Tierco) to release the needed capital, Gary purchased the coaster and hired John to make the ride relocation a reality.

Gary seeing that the back turnaround of the coaster appeared to be a bit on the non-thrill side, told John to redesign the back turn with what he termed "your time for greatness!" John had to also adjust other areas of the ride layout to make it fit the site plan and in true fashion he delivered his redesigned "greatness" back turn.

When it was all said and done, Gary Story got his signature wooden coaster (for \$968,000 I have been told) for Frontier City, and John Pierce launched his new coaster career. And yes, Gary told me more than once that the Wildcat not only helped save the park, but it pushed the park into the 400,000 attendance bracket.

I will miss Gary Story for his industry knowledge on both things current and from our historic past.

Most of all, I'm thankful to have called Gary a friend. My thoughts are with Lorena, his children and all who knew Gary far better than me.

—Gary Slade, Amusement Today publisher

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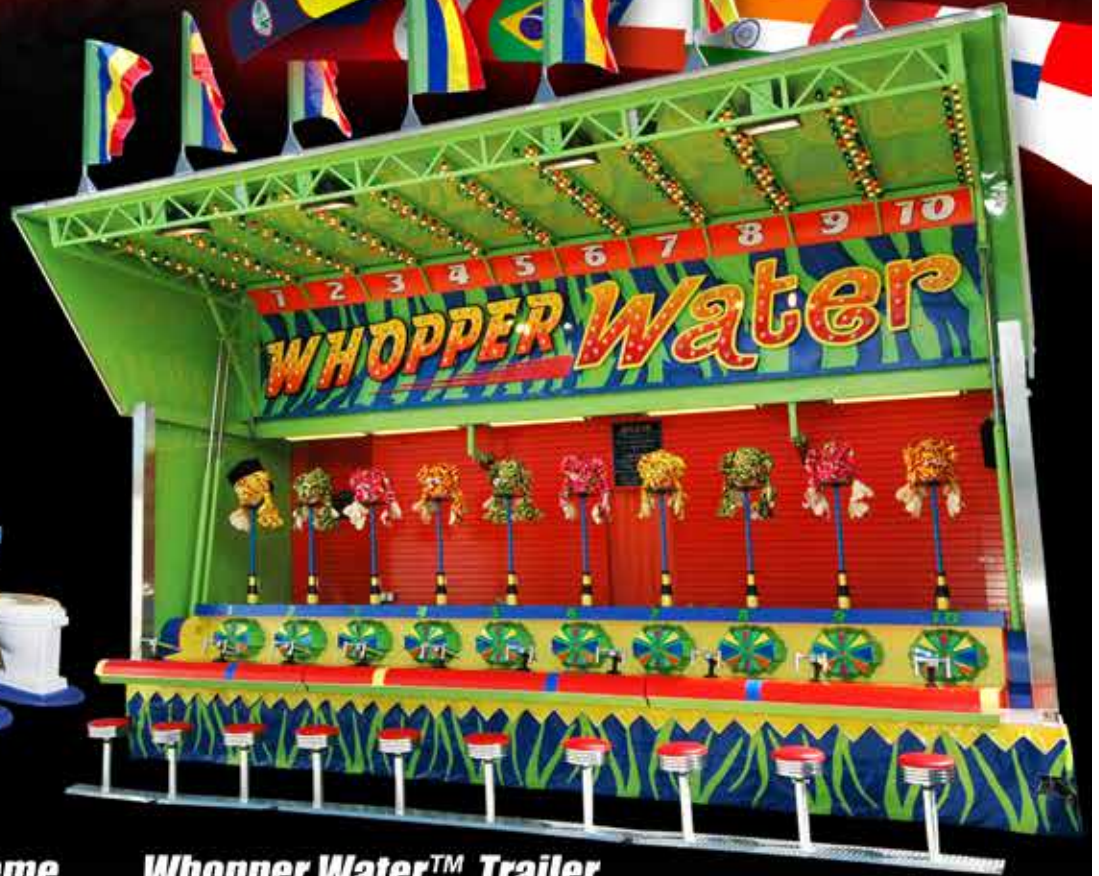


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SUPPLIERS

Durant Amusements has a good 2013 but feeling pinched with increased operating costs on road

STORY: Pam Sherborne
psherborne@amusementtoday.com

NEW CARLISLE, Ohio — Overall the 2013 season has been good for Durant Amusements.

"We have had good weeks," said Bill Prowant, who owns the show with his wife, Anissa. "We have had record-breaking weeks and we have had record-breaking days. But, the cost of operating continues to increase every year. Everything you buy...it cost so much more than it used to. Every year, it is harder for the money to stick. My father used to say that everything you make after July 4 is yours. But, here we are in October..."

Yet, Prowant is optimistic. With a home base in Dupont, Ohio, he continues to move his show from event to event primarily in his home state of Ohio, with a few dates in Michigan. During the summer he said he runs two to three units at a time. His show includes 30 rides and 22 trailers.

He begins his route in April, goes back home for a short while after Labor Day, and then goes back out until the end of October.

J.R. Woods, Woods Concessions, has the games on the show. Prowant's food trailers have their own route.

New additions to Prowant's midway for the 2013 season include a refurbished three-abreast Allan Herschell carousel and a Puppy Go Round purchased from Gold Star Amusements. Both of these rides were on the show at the beginning of the season in April. Then, about



Durant Amusements' Bill Prowant said the 2013 season has gone well for him in spite of higher operating costs. His fairs have been well attended as this one, the Wood County Fair, Bowling Green, Ohio, July 29-Aug. 5, was this year.

AT/DAN FEICHT

three weeks before *AT* visited Prowant at the Wood County Fair, Bowling Green, Ohio, July 29-Aug. 5, Prowant added his refurbished Chance Flying Bobs he purchased from Del-Grosso's Amusement Park, Tipton, Penn., in 2011.

In addition, Prowant's midway rides have been totally equipped with LED lights from Showmen Supply this season.

Prowant said weather affected him in June when it was wetter than normal.

"It stayed wet pretty much through July with storms, then

it got hot," he said. "But, in August, it began to cool down and has stayed great.

Prowant's family has been in the outdoor amusement industry for many years. Although his father, Ray Prowant, was raised on a farm, Ray Prowant's wife, JoAnne, had a family already in the food concessions business.

"My mother's father was a postmaster during the Depression," he said. "He was allowing people to charge and soon it was affecting them. So, to make ends meet, my grandfather bought a popcorn pop-

per and a movie projector. He showed movies on the side of the building and charged for the popcorn."

One thing just led to another and food concessions was a later natural. His father got into the ride business in 1966.

Prowant said his father told him, "To be successful, you need to marry right and have the right people around you."

"And I have done both," he said. "I don't know what I would do without my family and those around me."

Prowant's two children, Jeffrey and Allison, both work on the show during the summer months, as does his wife. Both children are now in college.

Others Prowant "has surrounded himself with" include: Steve and Pam Relue, Steve is in charge of Prowant's second unit and Pam works in the office; J.R. and Denise Woods, whom handle all the games; Jeff and Stacey Neise, whom handle all the food; and Todd Didlack, in charge of maintenance.



Bill Prowant, Durant Amusements, has completely refurbished his three-abreast Allan Herschell carousel. He brought it out on the midway at the beginning of the season. Here, it is at the Wood County Fair, Bowling Green, Ohio, July 29-Aug. 5. AT/DAN FEICHT

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BRIEFS

New rides, attractions boost attendance at Maui Fair

WAILUKU, Hawaii — Attendance at the 91st Maui Fair, Wailuku, Hawaii, held Oct. 3-6, was up about 1.5 percent to an estimated 95,000 people, over last year, according to preliminary estimates released last month by Maui Fair Managing Director Sherri Grimes.

The increase was attributed in part to the wider variety of food and entertainment, as well as new attractions that debuted during this year's four-day event.

"The increase was perhaps due to an even greater menu selection at our food court that featured nearly four dozen vendors; two brand new rides; and our new Events Arena that created an ambiance of entertainment under the stars with interactive and engaging talent," Grimes said.

E. K. Fernandez Shows provided the midway with approximately 20 rides. The two new rides this year were Wisdom's Jungle Twist and Magic Maze from Owen Trailers. Other rides on the midway included Chance's Zipper, Fire Ball by Larson International, Dizzy Dragon by Sellner/Larson International, Super Sizzler by Wisdom, and Pharaoh's Fury and the Century

Wheel both by Chance.

Next year's event, the 92nd Maui Fair, has already been scheduled for October 2 to 5, 2014.

Carson City planning for 2014 Nevada Sesquicentennial Fair

CARSON CITY, Nev. — Supervisors here have approved \$75,000 in seed money for a Nevada Sesquicentennial Fair next year in the capital city.

The Nevada Appeal newspaper reports that supervisors took the action being convinced that just the prospect of the event had generated considerable enthusiasm.

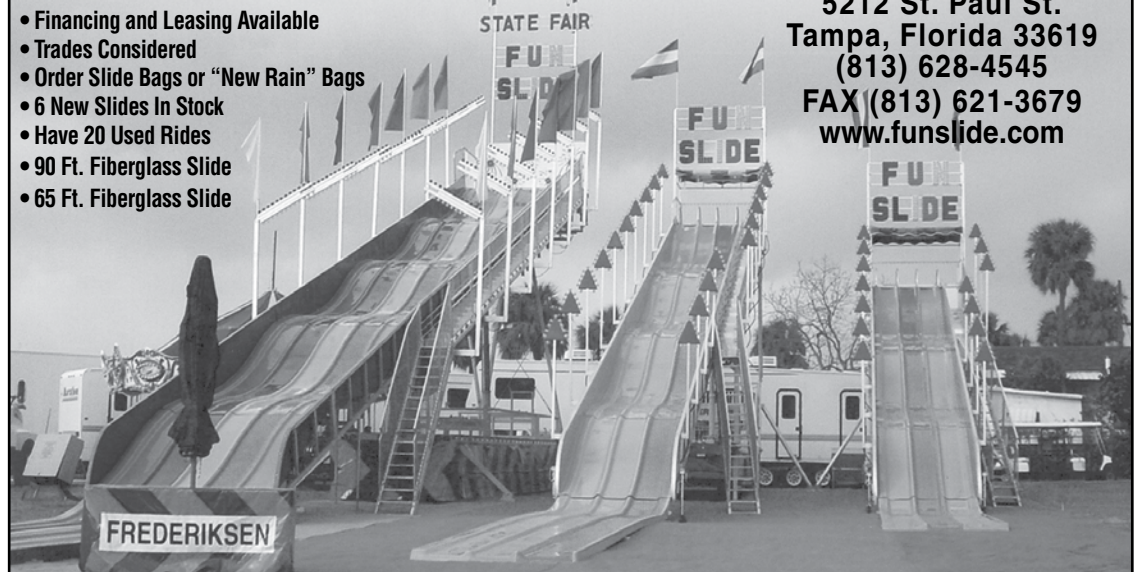
Hopes are that the fair, slated for July 30 to Aug. 3 at Fuji Park, will help jump-start his proposal for Carson City to hold an annual state fair.

Next year's fair will be held in conjunction with a statewide celebration of Nevada's 150th anniversary of statehood.

Willis has said "Reno dropped the ball" in allowing the annual state fair to die in recent years, and he thinks rural Nevadans would rather come to a smaller city such as Carson City anyway.

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COMPILED: Pam Sherborne, psherborne@amusementtoday.com

Attendance was down nearly 12 percent from last year at the **Central Washington State Fair**, Yakima, Wash., Sept. 20-29, according to officials who blamed the decrease on cooler, wetter weather.

The fair started Sept. 20, and most of the 10 days of its run at State Fair Park in Yakima were at least partly overcast.

In 2012, total fair attendance was 304,769; this year, it fell to 269,253.

"The weather really does affect our attendance," Fair President and General Manager **Greg Stewart** said in a news release. Last year, the fair enjoyed 10 straight days of sun.

Up until a week before the fair, weather reports were predicting warm and sunny conditions. A few days before the fair, reports started to say it could be cool and rainy for the opening weekend, but would soon warm back up.

Unfortunately, that just never happened, fair spokesman **Rob Phillips** said.

"This was the hottest summer we've had on record in the Northwest, and then boom, it went from summer to fall basically overnight. It just happened to fall on the first weekend of the fair," he said.

The drop in attendance will probably affect what fair organizers plan for next year, Phillips said, but "I think basically we build our budgets based on what's anticipated."

It's undecided whether to hold the fair at the end of September again, or push it back a week; Phillips says the worry with moving into October is that temperatures tend to get a lot cooler.

The **Tulsa (Okla.) State Fair** brought in \$1.86 million in paid gate revenue from its opening day through the last Saturday of the fair Oct. 5. That showed an increase of 18 percent over the same time period in 2012. The fair ran from Sept. 26-Oct. 6.

Sarah Thompson, marketing and business development representative for **Expo Square**, said part of the success at this year's event is due to the great weather.

The paid gate revenue figure was released the day after the fair ended last month. Final attendance figures were to be released at a later date.

Thompson said the fair's first Sunday this year, Sept. 29, showed the highest paid gate revenue in five years. Saturday, Oct. 5 was the second-highest Saturday of the same period.

The final tally for estimated attendance in 2012 was 1,022,000 people, which was down from the previous two years. Attendance spiked to a high of 1,123,000 in 2011.

Missouri's 102-year-old **State Fairgrounds** will be getting \$2.2 million in infrastructure improvements.

Gov. **Jay Nixon** announced the upgrades recently at the nearly 400-acre fairgrounds in Sedalia.

The work will focus on the storm water management system to tackle leaks and improve drainage, partly by repairing and replacing pipes throughout the site. The improvements will also address connections between the fairgrounds and Sedalia's storm water system.

The **Missouri State Fair** takes place each August, but other events take place there throughout the year.

Thomas Ryan, a political appointee who headed the **New York State Fair**, Syracuse, for just eight months has stepped down, according to a news release from the Department of Agriculture & Markets.

Ryan, 65, of Little Falls, took the job in February at a salary of \$136,304 a year.

Matt Driscoll, the former mayor of Syracuse and current director of the New York State Environmental Facilities Corporation, will head a search committee for a permanent fair director, the release said. The release did not say who was on the committee, or who would appoint members of the committee.

Ryan's departure is the latest change in a series of management struggles at the fairgrounds in Geddes. This May, an assistant fair director was fired for using lewd language on the job, an Ag & Markets spokesman said at the time.

Total attendance for this year's state fair was up slightly from 2012, but was still the second lowest in the past 10 years. The final tally in 2013 was 851,157, up 5,562 from last year, or about six-tenths of one percent.



COURTESY RON GUSTAFSON

The 2013 Eastern States Exposition sets new attendance record with 1,481,917 guests

SPRINGFIELD, Mass. — Total attendance at the 2013 Eastern States Exposition, West Springfield, Mass., set an all-time attendance record with 1,481,917 visiting the grounds during its run Sept. 12-28. In addition, there were four single day attendance records set this year. They were Sept. 13 when 69,851 visited the fair; Sept. 20, with an attendance of 96,417; Sept. 26, with 82,875; and Sept. 28, with 160,872.

Eastern States Exposition President and Chief Executive Officer Eugene J. Cassidy, as well as all fair officials, were extremely pleased with the outcome.

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North American Midway Entertainment showcased its new spectacular Mach 3 from KMG at The Big E, West Springfield, Mass. Seen in the foreground is a Fire Ball from Larson Intl.

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